



**April 2014**

**Veg company staff wash their way towards charity target**

Staff at Produce World Yaxley organised and ran a charity car wash, raising more than £340 for their chosen charity of the year. Produce World Yaxley is the UK's biggest grower and supplier of organic vegetables, and this year it is supporting the children's charity Rays of Sunshine.

Rays of Sunshine is a national charity which helps children living with serious illness or life limiting disease. The charity aims to grant these children's wishes, no matter how big or small. They also arrange large group trips to attractions for children and their families. There are multiple celebrity ambassadors for this valuable charity such as One Direction, Simon Cowell and Olly Murs who help to raise the profile of the work of the charity.

The car wash took place on Tuesday 25<sup>th</sup> March at the site and raised a grand total of £342. The aim is to raise £3250 ahead of the charity sky dive that is taking place in June. The firm has already raised £2308 of the target through donations a 'Name that Bear' competition and a weight loss challenge.

Simonne Miles, HR Advisor at Produce World Yaxley said: "During all of Produce World Yaxley's charity projects, there is always a great sense of teamwork and involvement. Staff have really come together to support this great cause.

"Here at Produce World we believe that working with the local community is really important. We carry out various initiatives throughout the year to ensure that we are a contributing to the community and charitable activities like this are just one aspect of the work we do."

The weight loss challenge took place at the company last month with £70 being raised. Employees participated and supported each other to shed weight for charity.

**Ends**

**About Produce World**

Produce World Group is one of the largest expert growers and suppliers of high quality fresh vegetables in Europe. It is a privately owned business, founded by the Burgess family in 1898, and the family ethos and values remain in place. The Produce World Group business is customer and category focused and it is an industry leader in sustainable and responsible agronomy, growing and lean supply chain management.

Its sourcing is a combination of produce from its own farming division Burgess Farms, joint-ventures, and collaborative working with dedicated grower groups, supplying a variety of root vegetables,

potatoes, brassicas, alliums, and organic produce to leading retailers, food service and manufacturing customers.

In September 2013 Produce World Group featured in primetime TV programme Harvest in a bid to raise consumer awareness of how the nation's food gets from field to fork. The Produce World Group also secured three finalist slots at the 2013 Re:refresh awards for its CSR work, employee engagement and team management. Other successes include winning the Treading Lightly Waitrose Way Award, acknowledging the work Produce World Group does with innovative irrigation techniques.

### **About Rays of Sunshine**

Rays of Sunshine Children's Charity was formed in 2003 to help children who are living with serious or life-limiting illnesses between the ages of 3-18, across the United Kingdom. The charity does this by granting the wishes of children and hospital wards and by organising outings for large groups of seriously ill children.

### **Media Enquiries:**

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