



PRESS RELEASE

Newman's Own helps foodbanks feed the hungry Paul Newman's philanthropic foundation gives \$10,000 to Trussell Trust

Last week The Trussell Trust's received \$10,000 from Newman's Own Foundation, towards its foodbank project. The Trust's foodbank project, which started with one foodbank in a garden shed near Salisbury, has now launched over 40 foodbank nationwide and Newman's Own are now helping to roll out more foodbanks across the UK.

Newman's Own, which sells sauces and marinades developed by Hollywood actor Paul Newman, donates all its profits to charities worldwide and has so far given away over \$265 million.

Similarly to the foodbank, Newman's Own had humble beginnings: Paul Newman's first commercial batch of salad dressing was made in an old bathtub in 1982, stirred by something suspiciously resembling a canoe paddle, and bottled in old wine bottles. Paul and his friend A.E. Hotchner had been bottling home-made dressing as Christmas gifts for family and friends and found themselves with half a bathtub left over! Newman's Own has since grown into a thriving global business.

Trussell Trust foodbank network manager, Jeremy Ravn, writes: 'This is the first time a member of the food industry has recognized the work of the foodbank and we are so encouraged that Newman's Own have chosen to support us in this way. There is a huge need for emergency food right across the UK, especially at the moment, and this gift will help The Trussell Trust to launch more foodbanks like Salisbury's nationwide.'

Latest figures show that The Trussell Trust's network of UK foodbanks fed 24,000 people last year, compared to 14,000 in the previous year. The Trust's vision is to see 500 foodbanks launched nationwide by 2020.

Ends.

Notes to the editor:

- The Trussell Trust's Jeremy Ravn (foodbank network manager) and Molly Hodson (PR & Communications) visited Newman's Own Charity Evening in London last week to receive a cheque for \$10,000 from Bob Forrester, President and CEO of Newman's Own Foundation. They were also treated to a private screening of Paul Newman's cult film 'Butch Cassidy and the Sundance Kid'. Other UK charities such as Sparks, Marie Curie Cancer Care, NSPCC and Derian House Children's Hospice.
- Newman's Own write: 'From the beginning, Paul Newman intended all profits should go to worthy causes, first as "an interesting experiment" and later "because these dollars really mean something to a lot of charities". To date, the Newman's Own Foundation has donated more than \$265 million to thousands of charities worldwide, including many in the UK, and is a powerful and lasting expression of Paul Newman's generosity.'
- The much-loved actor, who died at the end of last year, willingly used his celebrity status to promote his hugely successful quality food products.'
- The Trussell Trust was founded 12 years ago to work with marginalised people in the UK and in Bulgaria. In the UK we run the Salisbury **foodbank**, supplying food boxes to those in crisis locally. Our **foodbank** network provides training and resources to those wishing to start their own **foodbank** nationwide; over 40 Trussell Trust **foodbanks** are now launched across the UK. Our social enterprise project focuses on developing cohesion, creativity and inclusion in the local community whilst also generating funds. In Bulgaria we run residential training centres for state care leavers and we introduce sustainable projects to marginalised Roma gypsy communities. We also support Lipnitsa School, running respite camps, improving infrastructure and giving Christmas boxes.

Contact:

Molly Hodson: Press Office

01722 411244

molly.hodson@trusselltrust.org

THE TRUSSELL TRUST

St Michael's Community Centre, St Michael's Road, Salisbury,
Wiltshire SP2 9LE

www.trusselltrust.org

Reg. Charity No 1110522

Reg. Limited Company No 5434524

(Registered in England & Wales)

