



PRESS RELEASE
FOR IMMEDIATE PUBLICATION
1st May 2014

Leading basmati rice brand to donate one million servings of rice to the hungry

One of the UK's leading basmati rice brands, **Laila Rice**, is launching its most ambitious charity project to date – to donate one million servings of rice to the hungry via UK foodbanks and NGOs in India and Africa.

During the campaign, which launches on May 1st, every promotional bag of Laila rice bought will build towards Laila's one million servings target.

The **Trussell Trust**, which operates the largest network of foodbanks in the UK, has been announced as one of Laila's key distributing partners in the UK for the project.

The campaign is being backed by some of the world's most highly regarded chefs, including **Ken Hom OBE**, **Cyrus Todiwala OBE** and **Anjum Anand**, as well as London Food Board chair **Rosie Boycott**.

Last month (April 16th, 2014) the Trussell Trust released its most shocking year end statistics to date, revealing the number of people in Britain forced to rely on emergency food tripled during the last year to reach almost one million - the fastest rise ever recorded. Half of all referrals to Trussell Trust food banks in 2013 - 2014 were the result of benefit delays or changes and the figures were described as just the tip of the iceberg, with many people too ashamed to even ask for help and, instead, choosing to go hungry.

Announcing the figures, Chris Mould, Trussell Trust Chairman, applauded the public's response to the crisis saying: "We are encouraged that there is growing public concern over the problem of UK hunger. Faith leaders, academics, charities and MPs are all standing up to say that hunger is not acceptable in Britain."

Harry Dulai, Managing Director of Surya Foods, owners of the Laila brand, said: "This is our most ambitious CSR project to date and sees us move from a focus on international aid in Pakistan, the origin of Laila rice, to also recognising the growing number of UK families reaching crisis point here. A million servings is an incredible amount of rice. To put it into perspective, when cooked this much rice would weigh around 225 tonnes - that's the weight of the Statue of Liberty!

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Notes to Editors

Laila Rice

Laila is one of the UK's leading basmati rice brands and is owned by world food giants Surya Foods.

Laila's first 'Rice for Life' campaign was launched in 2011 in association with The British Red Cross, with the first project providing seeds and fertiliser to those affected by the devastating Pakistan floods. The second campaign, also in association with the British Red Cross, returned in October 2012 with the simple message – buy one pack, save one life, with each pack sold paying for simple but effective treatments, like oral rehydration salts, to prevent easily treatable diseases claiming children's lives needlessly in Pakistan.

During its latest campaign, for every promotional bag of Laila rice bought, Laila will donate servings of rice to reach its target of one million servings. One serving is the equivalent of 45g of dry rice and the number of servings donated depends on the size of bag purchased. One million servings is the equivalent of 45 metric tonnes of dry rice or the combined weight of **10 elephants!** When cooked one million servings of rice weighs approximately 225 tonnes - that's the weight of the **Statue of Liberty!**

The Trussell Trust

The Trussell Trust operates the largest network of foodbanks in the UK, giving people in crisis emergency food and working with communities to break cycles of poverty and bring hope for a better future. It was named 'Britain's Most Admired Charity' by UK CEO's and not for profit organisations at leading charity publication Third Sectors 2013 awards.

Startling UK Poverty Statistics

- The number of people in Britain in need of emergency food has nearly tripled to more than 900,000 over the past 12 months, according to a shock report on April 16th, 2014 from food bank operator Trussell Trust - the fastest increase ever recorded. Half of all referrals to Trussell Trust food banks in 2013 - 2014 were the result of benefit delays or changes.

- On April 16th, 2014, church leaders united in the biggest call on food poverty to date. Almost 50 bishops and over 600 other church leaders from around Britain signed an open letter calling for urgent government action on food poverty, arguing that 'cutbacks and failures' in the benefits system are forcing thousands of people to go hungry. The letter is part of the End Hunger Fast campaign, launched by Christian groups.



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- Data released by the Department for Work and Pensions last year revealed at least one out of every six children in the UK lives in relative poverty, rising to one in four if measured after housing costs are paid – this equates to 3.5 million children. However organisations like Unicef and End Child Poverty estimate it is as high as one in three children (4 million) suggesting the UK has one of the worst child poverty rates in the industrialised world.

- Food banks up and down the UK are reporting that most of the people accessing their services are low- income families in crisis, many of which are working households. According to Child Poverty Action Group work does not provide a guaranteed route out of poverty in the UK. Two-thirds (66 per cent) of children growing up in poverty live in a family where at least one member works.

- In 2012 a study by parenting website Netmums revealed that one in five mothers are regularly missing meals so their children can eat. Mumsnet's most recent survey (March 2014), revealed that 1 in 5 parents have had to choose between paying an essential bill or putting food on the table in the last 12 months.

- The Children's Charity Barnado's describe Poverty as the single greatest threat to the well being of children and families, stating it is outrageous that children in the fifth richest country in the world still have to suffer the consequences of poverty.

- In January 2014 shocking figures from ACE Research for the Energy Bill Revolution revealed the number of children living in fuel poverty has increased by 460,000 over the past year, a dramatic 26% rise. The poll suggested that UK parents are sacrificing buying family essentials in order to heat their homes.