

Embargoed 00.01 19<sup>th</sup> April 2016

## debbie&andrew's micro sponsorships recognised as a 'welly good' initiative supporting rural communities

Business in the Community as part of the Prince's Responsible Business Network runs one of the most prestigious and rigorous Awards recognising businesses acting responsibly towards their communities at every level. debbie&andrew's is proud to say its community micro sponsorship scheme has been short listed for the Samworth Rural Action Award by the Responsible Business Awards. Ian Bagnall of debbie&andrew's commented. "It is a tough award even to enter – with a detailed and diligent process of scrutiny by a very experienced judging panel. To be short listed is a significant achievement and I am delighted for everyone in the debbie&andrew's team who have been involved in developing and delivering our micro sponsorship scheme."



### debbie&andrew's micro sponsorship scheme



debbie&andrew's make 'welly good sausages' that provide 'A Real Taste of the Country'. This goes beyond creating succulent sausages made of British pork from farmers that meet Red Tractor standards, to supporting the communities that encapsulate country values through the debbie&andrew's micro sponsorship scheme. This is aimed at local or grass root fund raisers for whom even a small injection of cash could make a significant difference. Awards range from £50 to £1000 in cash, plus free product for use in charity meals or barbecues. Any fund raiser in aid of local activities and communities which bring 'A Real Taste of the Country' to life can qualify. So long as the money raised is for a good cause that is supported locally and embodies country-inspired activities, skills, crafts, values or ideas. Awards are made based on the reach and relevance of the fund-raiser and the scope of the money given to optimise the money raised. **(Photo shows debbie&andrew's latest micro sponsorship award to the Spitalfields City Farm Annual Oxford and Cambridge Goat Race – who received a £1000 award to promote the race which raised £15,100 in total).**

For more media information, to arrange interviews, articles, competitions or brand partnerships, or to request recipes or illustrations, please contact: [danda@clear-group.co.uk](mailto:danda@clear-group.co.uk) or phone the press office on: 0207 689 5155



Business in the Community received 297 entries for the Responsible Business Awards, shortlisted 103 and re-accredited a further 82 entries for demonstrating continual impact in their responsible business programme. Stephen Howard, Chief Executive, Business in the Community said: "We know that every day businesses contribute towards more resilient communities, stimulate local economies, help to create skilled and healthy workforces and tackle environmental challenges. But more companies need to share these ideas and actions to grow the responsible business movement in the UK and abroad, which is why we launched Responsible Business Week.

"Today's Responsible Business Awards shortlist represents the very best of business. Celebrating their stories helps raise awareness of business as a powerful force for good."

Now in its 19<sup>th</sup> year, the Responsible Business Awards are open to companies of all sizes, from SMEs to multi-nationals, and across all sectors. Categories cover a wide range of positive business activities, from investing in the health and wellbeing of employees, nurturing young people to develop skills, supporting rural communities and more disadvantaged members of society, to helping the resilience of communities in the face of international disasters.

All shortlisted companies will be celebrated through a series of Responsible Business Gala events taking place across the country in June.

The Award Winners are announced at BITC's Annual Responsible Business Gala at the O2 in London on 11 July, hosted by Fujitsu (2015 Responsible Business of the Year).

For more information on the Awards, visit [www.bitc.org.uk/awardstories](http://www.bitc.org.uk/awardstories) and follow @BITC on Twitter #BITCawards.

Details on debbie&andrew's charity projects, recipes and products are available at [www.debbieandandrews.co.uk](http://www.debbieandandrews.co.uk) or Facebook [www.facebook.com/debbieandandrews](http://www.facebook.com/debbieandandrews) or Twitter @d\_a\_sausages.

## **ENDS Please note embargo – 00.01 19<sup>th</sup> April 2016**

**debbie&andrew's** sausages are instantly recognisable by the farmers' welly boots that feature on every pack and the promise to provide 'A Real Taste of the Country'. This translates into hearty, meaty and succulent sausages made the old fashioned way, using the best cuts of British pork from Red Tractor approved farms. debbie&andrew's sausages are available from Asda, Morrisons, Ocado, Sainsbury's and Tesco.

### **The Responsible Business Awards**

Business in the Community's Responsible Business Awards brings to life how businesses are creating innovative and sustainable solutions to our most pressing challenges, inspiring thousands of others to make a lasting difference and adding value back to their own business.

For more information about Business in the Community or the Responsible Business Awards contact:

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