

Avonmore to Raise €2 Million for Barretstown by 2011

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In a bold move that is sure to up the ante when it comes to demonstrating commitment to corporate responsibility, Glanbia, the global food group, and its Irish consumer food business, Avonmore, has publicly committed to raising €2 million between now and 2011 for Barretstown, the specially-designed camp for children with serious illnesses.

The cheese and nutritional group, under the banner of Avonmore, is expected to meet this target through fundraising and other initiatives. Avonmore has signalled its dedication to raising the profile of Barretstown by announcing plans to promote the camp on its milk packaging.

Avonmore also hopes to further publicize the work done at Barretstown through advertising and marketing campaigns, including the popular Weatherline television sponsorship.

Glanbia has already been active in supporting the work of Our Lady's Children's Hospital in Crumlin in recent years. In announcing that Barretstown is to be the designated Glanbia Irish charity for a three-year period, Glanbia HR Director, Brian Phelan, said that "The association with the Avonmore brand reflects a conscious decision by Glanbia to align its corporate and employee giving programmes with the business strategy".

Publicly welcoming Glanbia's announcement, Barretstown Chairperson, Danuta Gray, said that, "This is a huge boost, not only to our funding effort, but also to raising awareness of the amazing work that is done at Barretstown year round".

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