

## **White's makes sure Santa's reindeer don't run on empty this Christmas**

White's Speedicook has joined forces with the Northern Ireland Children's Hospice in a bid to raise over £50,000.

The company, which makes Speedicook and Only Oats porridge, has donated nearly a ton of porridge oat flakes to the charity in support of its Christmas Reindeer Food appeal.

A festive 'must have' gift, Reindeer Food, is a magical combination of oats and glitter that guarantees Santa's reindeer know where to land on Christmas morning.

Developed and managed by the local charity, Reindeer Food is currently capturing the imagination of both children and adults alike who are encouraged to sprinkle the food on their doorsteps on Christmas Eve to guide Santa's sleigh to their doors.

Mark Gowdy, Sales and Marketing Manager, White's, said: "We are delighted to lend our support to the Northern Ireland Children's Hospice. Many of the children cared for by the hospice have progressive illnesses which require substantial, complex and in many cases, full-time care. The Reindeer Food appeal is a novel way of raising much needed funds for the charity and we are delighted to be able to offer our assistance."

"Christmas is a very busy time for Santa and his reindeer." Mark continued. "Wholegrain porridge oats, are nutritious and healthy and because they are a low GI food, they release energy into the bloodstream slowly which means that you feel fuller for longer. They are therefore the perfect food to keep Santa and his reindeer going strong over the festive period!"

Reindeer Food is available for a suggested donation of £1 from outlets across Northern Ireland including: Tesco stores, the Children's Hospice and at many volunteer support groups.