



BERNARD MATTHEWS – PROUD TO SPONSOR THE NORFOLK CHRISTMAS FAMILY FESTIVAL

As a local company, Bernard Matthews is proud to be sponsoring the first Norfolk Christmas Family Festival at Sandringham. Bernard Matthews Marketing Director, Matt Pullen, said:

“For us, it’s such a fitting association – the heart of our business is turkey, which is right at the heart of the great British Christmas. Although we have become one the UK’s top grocery brands our roots are still firmly here in the heart of Norfolk, and this heritage and our support for the local community is incredibly important to us.

“As a business, we have always aimed to support local agriculture and the wider community throughout the county, whether this be through our work with schools, agricultural associations, the Duke of Edinburgh Awards or most recently our association with the Norwich Evening News ‘Local Heroes’ campaign.

“It promises to be a fantastic event with all the elements that make up a traditional family Christmas, from panto to sledge rides, and all of us at Bernard Matthews are really looking forward to it.”

Running from **15th December 2007 to 6th January 2008**, the festival will be full of magical attractions for the whole family including:

- Cinderella goes to the Circus Pantomime
- Animal Farm, where families can meet animals in an interactive circus workshop
- Ice skating for adults and children alike
- Husky sleigh rides with ‘Hug a Husky’ photo opportunity
- Traditional children’s funfair
- An array of Christmas market stalls

With over 55 years’ expertise, Bernard Matthews’ heritage lies in turkey and the company offers a range of turkey products for all occasions including the most important family meal of the year – Christmas – when millions of UK families tuck into turkey.

Bernard Matthews' Golden Norfolk Turkey has been a popular Christmas choice ever since it launched back in 1976. Made with 100% British turkey from Bernard Matthews' farms in East Anglia, with no artificial colours or flavours, Golden Norfolk Turkey carries the combined Red Tractor and Quality British Turkey logo to demonstrate quality, provenance and Bernard Matthews' commitment to British farming.

Ends

For further information please contact: Annie Todd, DSA Ltd, on behalf of Bernard Matthews Tel: 0207 553 3700/ 07961 388279 or email annie@dsapr.co.uk