



7<sup>th</sup> January 2011

## UK's Most 'Bootiful' Family Found in Redditch

The Walker family, from Redditch, has been crowned Bernard Matthews Farms' "Bootiful Family of the Year" in a national competition.

Beating off stiff opposition from entrants from around the UK, the Walkers were awarded not only for their role in the community but for helping others, as well as making money for charity.

The competition searched for families that could demonstrate their caring, selfless, kind and considerate side and who give something back to their local community, as a family.

Thanks to how 'Bootiful' the Walkers are on the inside, mum Elizabeth, son Rafe, twin sister Clementine and dad Kieron were whisked to Lapland, courtesy of Bernard Matthews Farms, for a magical three-night stay where they met Santa, experienced both reindeer and a husky sleigh rides and attended a traditional Arctic Circle ceremony.

Following the diagnosis of an inoperable brain tumour in son Rafe, the Walker family has helped raise more than £12,000 for Birmingham Children's Hospital where he is being treated. Rafe and his twin sister Clementine also take it upon themselves to talk to local schools and even sell badges to help raise awareness of brain tumors in children.

Celebrity judge Natasha Hamilton said: "The Walker's entry really showed their kindness, unity and generosity, all of which make them a truly 'Bootiful' family. As a mum, I found their story very touching and both their determination and spirit made it obvious that they are a special family."

Fellow judge and Bernard Matthews Farms Marketing Controller, Lorna Cousins went on to say: "The response to the competition was overwhelming and so many entries touched our hearts. From walking miles to raise money for charity to battling through the snow to help elderly neighbours. Families across the country showed us how 'Bootiful' they really are."

What's more, five runners up also received Bernard Matthews Farms Golden Norfolk Turkeys to make 2010 a 'Bootiful' Christmas to remember.

**ENDS**

**For more information about the 'Bootiful' Family of the Year Award or Bernard Matthews Farms, please contact the Bernard Matthews Farms press office on [bernardmatthewsteam@clarioncomms.co.uk](mailto:bernardmatthewsteam@clarioncomms.co.uk) or 020 7343 3898**

### **Notes to Editors**

#### *About Bernard Matthews Farms*

Since Bernard Matthews launched his business in 1950 with just 20 eggs and a second-hand incubator, the brand has been synonymous with providing top quality cooked meats, fresh and frozen breaded and traditional turkey products at affordable prices for all.

Today, *Bernard Matthews Farms* proudly upholds its original values; 100% British turkey meat remains at the heart of the brand and no artificial colours, flavours or unnecessary artificial preservatives are used.

Bernard Matthews Farms turkey is Quality British Turkey (QBT) and Assured Food Standards (Red Tractor) certified and the Company's farming practices are also in line with the Farm Animal Welfare Councils' Five Freedoms.

The farms and factories are open to regular unannounced inspections from independent bodies such as DEFRA, the RSPCA and representatives of all major UK supermarket retailers at any time during the year. Through long-standing and constructive association with these organisations, Bernard Matthews Farms is at the forefront of driving the standards of best practice in turkey farming.

Bernard Matthews Farms Corporate website – [www.bernardmatthews.com](http://www.bernardmatthews.com)

Bernard Matthews Farms Consumer website – [www.bernardmatthewsfarms.com](http://www.bernardmatthewsfarms.com)