

SALUTE
THE NHS.ORG

PRESS RELEASE

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AS SALUTETHENHS.ORG
TARGETS ONE MILLION
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NHS FRONTLINE

SaluteTheNHS.org

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- **First 'Boost' meals arrive at John Radcliffe Hospital in Oxford**
- **Huge, positive response from business and the general public**
- **Campaign in talks with new partners and gears up for acceleration in production**

OXFORDSHIRE, 8TH APRIL 2020: SalutetheNHS.org, which aims to serve one million meals to the NHS frontline in three months, has received huge, national support since its launch on Sunday, and is pleased to confirm that its food production hub, run by Absolute Taste and supplied by Tesco, is now operational.

The campaign delivered on its promise to dispatch its first nutritious 'Boost' meals to NHS frontline workers at John Radcliffe Hospital on Monday, which were delivered by Yodel. The food offers critical ICU and A&E teams, who are often working intense 12-hour shifts, the opportunity to eat a nutritious meal, while staying close to their wards and without having to change out of protective clothing.

SalutetheNHS.org's hub operations in Oxfordshire are now gearing up to accelerate production and dispatch across Government targeted locations nationwide. Capacity has the potential to grow quickly thanks to the incredible offers of support coming in from both the private sector and individuals.

SalutetheNHS.org is a scaled, business-driven but strictly not-for-profit strategy, which was inspired by Dr Charlotte Hall, Ron Dennis CBE's daughter, and is endorsed by NHS Charities Together. It aims to feed thousands of key NHS workers with healthy, balanced and ready-to-eat meals over the next three months, enabling them to focus on saving lives and fighting COVID-19.

The initiative has brought together a group of leading food, logistics, packaging and other specialists, and has rapidly mobilised a professional taskforce all working for free. More campaign information can be found at www.salutetheNHS.org.

Ron Dennis CBE, co-founder of SalutetheNHS.org, said: "This campaign is off to a flying start thanks to the immense support we are receiving from our launch partners, and now other business leaders and individuals stepping up to the plate to be counted during this fight against coronavirus. This is a major, professional operation, and we have been overwhelmed by the positive response right across the board, including from programmes like ITV's Good Morning Britain and Sky News."

Nigel Harris, co-founder of SalutetheNHS.org and owner of Absolute Taste, added: "Production is underway with hundreds of meals reaching the John Radcliffe Hospital so far. We intend to ensure our NHS frontline get quality, nutritious and balanced food over a sustained period. We are working closely with partners on supplies and distribution of our bespoke 'Boost' meals, and we are in talks about new elements that can be added to the food range. It is intense and fast moving but we are doing what we said we would. We won't let our NHS heroes down."

ENDS

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ABOUT THE CONSORTIUM:

Dreamchasing Foundation

Dreamchasing is a family charity formed and funded by Ron Dennis in 2007. Along with the active involvement of his three children and fellow trustees, it aims to help young people to achieve their aspirations. The Foundation's philosophy is for them to subsequently become inspirational role models for others through their resulting achievements and successes. The directors provide guidance and funding for educational and entrepreneurial proposals for young people who could not otherwise achieve their dreams.

Charitable donations made to date totalling £5.945 million have taken the form of grants for education, research or vocational training (normally in the fields of art, music, science or technology) or for broader humanitarian purposes. Where possible, Dreamchasing seeks to leverage grants by encouraging matched funding for its contributions.

Tesco

As a leading retailer, with 450,000 colleagues, we serve millions of customers every week, in our stores and online.

Absolute Taste

Run by Nigel Harris, Absolute Taste is a global catering business based in Oxfordshire, providing event catering to many of the worlds' most prestigious events – from sports and music to corporate meetings and venues – Absolute Taste produces quality, tasty, innovative and 'current' Food.

From their Bicester head office and kitchens, the business is run by real 'foodies' for a global hospitality industry. Complemented with a dedicated team of 2,000 delivery experts who make it happen, all this is done with the knowledge that, taste, food hygiene, and safety has to be absolutely at the heart of every event.

Yodel

UK independent parcel carrier, Yodel, handles over 150 million parcels every year and has a relationship with 85 per cent of the UK's top retailers. The company is headquartered in Hatfield and has over 50 locations across the UK, including three central sorts and over 47 service centres.

Drop & Collect (trading as CollectPlus) is a wholly owned subsidiary of Yodel, and is the UK's largest independent store-based parcel delivery and returns service. With over 7,000 parcel points across the UK, it offers a simple and convenient way for shoppers to collect their online purchases and return unwanted items.

Through its sister company, Arrow XL, Yodel can also offer a two-man service for white goods and large items up to 120kg. To find out more visit www.yodel.co.uk

Leeways

Established in 1971, Leeways has grown to become one of the leading suppliers of thermoformed packaging solutions in the UK.

NHS Charities Together

NHS Charities Together is the umbrella organisation that represents, supports and champions the NHS' official charities, and is the official charity partner of NHS England. NHS charities are the legal way that the NHS receives, holds and spends charitable funds. There are 230 NHS charities in the country dedicated to supporting NHS hospitals, ambulance trusts, community and mental health services. Collectively, NHS charities give £1million every day to the NHS to improve patient care and experience.

Team Rubicon

We can't stop hurricanes, floods or earthquakes. But we can make sure we're ready for them. Team Rubicon's chiefly ex-military volunteers earned their spurs in hostile, character-testing environments. Today, they deliver life-saving aid, at home or abroad. Every "Greyshirt" volunteer, whether a veteran or civilian, brings grit, determination and hard-won experience to our humanitarian mission. We're one team with a bias for action, creating order in the wake of destruction.

Domestic & General

Established over 100 years ago, D&G is a leading large scale, high service provider of subscription-based appliance care for the home. We give our customers peace of mind and remove hassle by repairing or replacing appliances when they develop a fault. With over 2,500 employees operating from four offices across the UK, D&G cares for approximately 23 million appliances providing support to approximately 16 million people globally. In addition to the UK, D&G operates across 10 other markets including Spain, Germany, France, Portugal, Italy and Australia. Find out more here: www.domesticandgeneral.com

Withers

Withers is an international law firm dedicated to entrepreneurs, successful people and their businesses. With over 160 partners and more than 450 other lawyers, we have unparalleled expertise in commercial, tax, trusts, estate planning, financial services, litigation and arbitration, real estate, charities, philanthropy, employment, family law and other legal issues facing individuals and their families. The firm has advised 63% of the top 100 UK Sunday Times Rich List, 25% of the Forbes 400 List, 35% of the Hong Kong Forbes Rich List, and 35% of Forbes Asia's Richest Families list.

Withers has 17 offices worldwide in London, New York, New Haven, Greenwich (Connecticut), San Francisco, San Diego, Los Angeles, Rancho Santa Fe, Hong Kong, Singapore, Sydney, Tokyo, the British Virgin Islands, Geneva, Milan, Padua and Cambridge. For more, visit withersworldwide.com

Hunter Design

Hunter Design is a strategic brand and creative consultancy based in Windsor, UK. Its stated goal is to help companies solve challenging 'exam questions' and provide strategic creative solutions to these questions. Find out more at www.hunter-design.co.uk.

Maitland/AMO

Maitland/AMO is a leading financial, corporate & political communications consultancy. We are trusted to provide communications advice to some of the finest organisations in the world. We are experts in the workings of financial markets, media, governments and regulators. Our ability to influence outcomes is based on decades of experience at the highest level. Our discretion is assured.