

Poppyscotland news release – 4 November 2009

FORMER MISS SCOTLAND NIEVE JENNINGS JOINS FORCES TO LAUNCH POPPY MILK LABEL

Former Miss Scotland Nieve Jennings joined soldiers from the Royal Regiment of Scotland to launch Robert Wiseman Dairies' special edition Poppy label. .

To show their support for the 2009 Scottish Poppy Appeal, Wiseman has put the poppy logo on millions of their milk bottle labels for sale across Scotland and the rest of the UK.

Nieve, who was Miss Scotland in 2007, launched the special edition labels with Private Scott from 3 Para and Private Cowan from 5 SCOTS, both of whom have served in Afghanistan.

Poppyscotland, the organisation behind the Appeal, hopes that the support of Wiseman's will help to raise awareness of the Scottish Poppy Appeal in order to raise vital funds for veterans and their families, who may suffer from a number of difficulties as they struggle to adjust to civilian life.

Former Miss Scotland Nieve Jennings says: "What a great way for Wiseman to show their support of the Scottish Poppy Appeal. It demonstrates their support as a company as well as helping to raise awareness. These bottles will be seen on breakfast tables and in fridges across the country, providing a reminder to people of the importance of this charity to support the veterans returning from active service.

Ian McGregor, Chief Executive of Poppyscotland, spoke of his gratitude: "We are delighted that Wiseman's are supporting the Scottish Poppy Appeal by putting the famous poppy emblem on milk jugs. This is an excellent way to raise awareness. With many veterans returning from active service suffering from multiple and complex issues Poppyscotland needs to raise funds to provide vital year-round support."

The Wiseman special edition poppy milk label is available in convenience stores across the country in the lead up to Remembrance Sunday.

ENDS

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Notes to Editors:

The 2008 Scottish Poppy Appeal raised a record £2 million in 2008 – a 16% increase on the year before

Poppyscotland supports more veterans and dependants in Scotland than any other veterans' charity. This is in two ways:

- Directly through financial assistance – last year we helped 1,424 individuals

- Indirectly by giving grants to veterans' organisations who specialise in veterans' issues, such as Combat Stress and Erskine. In the last five years we have given over £1 million to Erskine alone.

Poppyscotland supports veterans of all ages and, increasingly, those from recent and current conflicts, namely Iraq and Afghanistan.

To find out more visit www.poppyscotland.org.uk

Robert Wiseman Dairies:

Robert Wiseman Dairies procures, processes and distributes more than one in four litres of fresh milk consumed in Britain, every day.

Founded in East Kilbride in 1947 and listed on the London Stock Exchange in 1994, the company operates 7 dairies and 15 distribution depots in Britain, and employs more than 4,500 staff.