

## ICELAND FOODS' EXECUTIVE CHAIRMAN RICHARD WALKER TO CLIMB EVEREST TO RAISE OVER £1 MILLION FOR WORLD'S FIRST RARE DEMENTIA SUPPORT CENTRE

- On behalf of the Iceland Foods Charitable Foundation, Richard Walker aims to summit Everest to raise funds for The National Brain Appeal to build the world's first Rare Dementia Support Centre.
- Richard will take on the challenge in memory of his late mum, Lady Walker, who was diagnosed with young-onset Alzheimer's over a decade ago.
- Richard is teaming up with world leading mountaineer Kenton Cool to summit Everest in just three weeks – rather than the three months that is typical for most expeditions.
- Fundraising efforts will be supported by Richard's Iceland colleagues in stores nationwide.

**28 February 2023:** Iceland Foods' Executive Chairman Richard Walker is set to take on the challenge of summiting Mount Everest on behalf of the Iceland Foods Charitable Foundation (IFCF), in a bid to raise over £1 million to support people living with rare dementias.

In a coordinated effort with Iceland Foods stores, colleagues will also be participating in fundraising activities. Richard will spearhead the campaign to raise funds for The National Brain Appeal, who are creating the world's first Rare Dementia Support Centre.

The state-of-the-art centre in London will be the world's first centre of excellence for supporting those living with inherited, atypical and young onset dementias and their families. It will exemplify how best to support people living with a rare dementia, through the involvement of its members and visitors in research, cultural and artistic activities. It will also provide education for healthcare professionals and will be a space for pioneering research.

This is a cause that is close to Richard's heart, as his mum, the late Lady Walker - who named and built Iceland Foods alongside Richard's father, Sir Malcolm Walker - was diagnosed with a rare dementia, young-onset Alzheimer's disease, over a decade ago. Richard and his father have publicly campaigned for more support into ground-breaking research.

The IFCF today focuses on four core areas – dementia, environment, wellbeing and children; the Foundation has already raised over £17 million to help diagnose dementia sooner, find better treatments, and one day find a cure.

This will be the second time that Richard has set out to climb Everest in support of dementia charities, but this time Richard will be teaming up with world leading mountaineer Kenton Cool to tackle the challenge of summiting the mountain. In addition, they are aiming to complete this challenge in just three weeks – rather than the three months that is typical for most expeditions.

**Richard Walker, Executive Chairman, Iceland Foods said:** "Over half of us are connected to someone living with dementia, and my mum, the late Lady Walker, was diagnosed with Alzheimer's over a decade ago. I am grateful to take on this immense challenge in honour of her legacy, for our family and the business. I can only thank my Iceland Foods colleagues

for standing shoulder-to-shoulder with me and helping me raise critical funds and awareness to help prevent this disease from impacting so many.

“Having climbed to the North Col of Everest (7,020m) 12 years ago, I know that this certainly won’t be easy, but I will be in the inspiring and hugely experienced company of Kenton Cool, who has already reached the top an incredible 16 times. I am determined to do everything I can to make the world’s first Rare Dementia Support Centre a reality.”

Richard’s expedition will mark the 50<sup>th</sup> anniversary of the Iceland Food Charitable Foundation, whose long-lasting legacy of philanthropy which has been a key part of Iceland Food’s ‘Doing it Right’ philosophy.

**Kenton Cool, the recording-breaking mountaineer and adventurer, said:** “This will be my 17<sup>th</sup> time summiting Everest, and you can never underestimate the challenge ahead, after all, you are grappling with nature every time you climb. I’m thrilled to be taking part in this challenge alongside Richard, and it is even better knowing that we are doing it for such a worthwhile cause.”

**Professor Nick Fox, consultant neurologist and director of the Dementia Research Centre at the UCL Institute of Neurology, said:**

“We are incredibly grateful to Richard Walker for taking on this immense challenge and all the team members at Iceland Food Stores for their very generous fundraising. Their amazing efforts will help create a state-of-the-art Rare Dementia Support Centre that will provide support and advice for those living with a young onset or rare dementia and a space for pioneering research into these devastating conditions and also accelerate the search for effective treatments. The centre will have a substantial positive impact, providing specialist support that can’t be found anywhere else.

“I was the clinician who treated the late Lady Walker following her diagnosis and I have been close to the Walker family for many years. I know how important this challenge is to Richard and can only wish him and Kenton the best of luck on their incredible expedition.”

To support Richard and the IFCF in raising much needed funds for The National Brain Appeal and the Rare Dementia Support Centre, please visit:  
<https://www.justgiving.com/campaign/coolwalkereverest>

**Ends**

### **About Iceland Foods Charitable Foundation (IFCF)**

IFCF has donated £31 million to charity partners to date. Our primary focus is on projects within four core areas: Dementia, Environment, Wellbeing and Children. Further details can be found on our website [www.ifcf.org.uk](http://www.ifcf.org.uk).

Examples of our partnerships include £10m to help fund the ground-breaking new UK Dementia Research Institute opening in London in 2024, over £5m to Alzheimer’s Research UK and £1.5m to the Alzheimer’s Society. IFCF inspired a million hours of nature engagement for children in the UK through our Backyard Nature campaign. We fund the SAS Million Mile Clean, seeing thousands of volunteers clean our beaches, rivers and urban areas.

We have co-developed resources with The UK Sepsis Trust to raise vital awareness of Sepsis symptoms, resources now used by companies and schools throughout the UK. IFCF has donated £1m to Prostate Cancer UK. We have also given over £6m to children's charities, our recent Action for Children partnership provided urgent support to children in some of the most challenging circumstances.

### **About The National Brain Appeal**

The National Brain Appeal (registered charity number 290173) is dedicated to transforming the lives of people affected by neurological conditions. The charity funds pioneering research, innovative treatments and world-class facilities at The National Hospital for Neurology and Neurosurgery and the UCL Institute of Neurology in Queen Square, London. Queen Square is the UK's leading centre of excellence for treating diseases of the brain, spine and the nervous system – such as brain tumours, dementias, epilepsy, motor neurone disease, multiple sclerosis, Parkinson's disease and stroke.

The charity funds Rare Dementia Support (RDS), a service that provides information, advice and support to people and their families living with rare dementias and is currently fundraising for the world's first Rare Dementia Support Centre to provide guidance, support and education, as well as being a space for research, artistic and cultural activities.