

**Basildon: April 2014**

**Subject: Case IH Charity Auction at Cereals Event 2014**

## **Farm Charity Auction at Cereals Event 2014**

Following last year's successful charity fundraising auction at the Cereals Event, Case IH is again organising an auction at Cereals for The Prince's Countryside Fund.

The charity supports people who live and work in the countryside and funding is used to help projects that have a lasting and positive impact on rural communities. This specifically includes projects that are focused on those areas affected by the recent flooding.

In a change from last year, the auction will include more than one lot, with pledges in so far from Case IH, Claydon Drills and Mitas Tyres.

Making the announcement, Charles Blessley, UK Marketing Manager for Case IH, stated "Our business has been built on meeting the needs of the farming sector, so we are delighted to be able to assist The Prince's Countryside Fund".

Sarah Peacocke of Haymarket, organisers of the Cereals Event said, "We are delighted that Case IH and a number of other leading players have decided to use Cereals as the venue for this high profile and very worthwhile auction".

Dawn Howard of The Prince's Countryside Fund added, "We are delighted to, once again, have Case IH's support and we are pleased that both Claydon Drills and Mitas Tyres have pledged their commitment to The Prince's Countryside Fund too. It is good to see the agricultural industry pulling together to support one another, and while there is a need to support those affected by flooding, The Prince's Countryside Fund provides help and support to others in need in the rural community".

The Cereals Event will be held at Chrishall Grange, Nr Duxford, Cambridgeshire, the auction will be held on the Case IH stand on the first day, 11th June 2014.

**ENDS:**

### **NOTES TO EDITORS**

1. Case IH is the professional's choice, drawing on more than 160 years of heritage and experience in the agricultural industry. A powerful range of tractors, combines and balers supported by a global network of highly professional dealers dedicated to providing our customers with the superior support and performance solutions to be productive and effective in the 21st century. More information on Case IH products and services can be found online at [www.caseih.com](http://www.caseih.com)
2. The Prince's Countryside Fund was set up in July 2010 by Business in the Community and is the brainchild of The Prince of Wales who has a long-held commitment to supporting Britain's hard pressed rural areas.

So far it has given over £1.7 million in grants distributed to over 50 projects across the country, directly benefitting nearly 20,000 people. Further details can be found at [www.princescountrysidedefund.org.uk](http://www.princescountrysidedefund.org.uk)

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