



THE PRINCE'S
COUNTRYSIDE
FUND



PRESS RELEASE

Silver Magnum auction raises £26,000 for The Prince's Countryside Fund at Cereals 2013



Bob Vaughan (centre) being presented with keys from Phil Vickery (left) with Cheffins auctioneer Bill King (right)

12th June 2013

A tractor donated by Case IH has raised more than £26,000 for charity in an auction held at Cereals 2013 to benefit The Prince's Countryside Fund.

Former England Rugby Captain Phil Vickery presented the keys to the unique Silver Edition Magnum 340 to Bob Vaughan, of Startin Tractors in Warwickshire, whose final bid of £113,500 drew applause from a crowd of more than 900 spectators.

Case IH donated all income above half the £174,465 list price to The Prince's Countryside Fund's emergency relief fund, of which Phil is an ambassador and which supports farming and rural crisis charities. The Fund received £26,267 from the auction, which was conducted by Bill King from Cheffins.

Based on the 374hp Magnum 340, flagship of the Magnum range, this special tractor was produced by Case IH to mark 25 years of Magnum evolution at its factory in Racine, Wisconsin. Since the original Magnum was produced there in 1988 this highly-respected model has been at the forefront of high-horsepower tractor design and continues to set industry standards in terms of its technical innovation, power and performance.

Charles Blessley, UK Marketing Manager for Case IH, said: "We are very pleased that so many people came to the auction and with the generosity of the people who put in a bid. I'm delighted to see that this unique machine has helped raise money for such a worthy cause."

The initiative by Case IH will boost the emergency relief fund, which aims to raise £1 million to assist farmers who are struggling. The charity says that the recent difficult weather, combined with the perfect storm of increased costs and disease, has led to some farmers' incomes falling by more than 50% this year, increasing the pressure on already hard-pressed rural charities. It is the brainchild of the Prince of Wales, who has a long-held commitment to supporting Britain's rural areas.

Victoria Harris, Director of The Prince's Countryside Fund, Fund said: "We are very grateful to everyone who took part and donated their time and energy to make this such a successful fundraising event. The money raised will make a real difference to farmers who are experiencing hardship."

ENDS

NOTES TO EDITORS

1.

The Prince's Countryside Fund, founded by HRH The Prince of Wales, who has a long-held commitment to supporting Britain's hard pressed rural areas, was set up by Business in the Community in July 2010. So far it has given over £2.1 million in grants distributed to over 60 projects across the country, directly benefitting nearly 40,000 people. Projects that have been funded range from apprenticeships for budding hill farmers, training for young people to gain employment in the rural economy, community transport schemes in isolated rural areas and projects to educate school children about where their food comes from and why the countryside matters. In addition to its normal application process, the Fund also operates an emergency fund for times of need. All the projects focus on supporting the people who care for our countryside and make it tick.

The public can make a donation online at Virgin Giving at the Post Office or by Text. Text PCF to 70300 and a £3 donation will be made to The Prince's Countryside Fund. **Until the end of June 2013 all donations will be given directly to the Farming Help Charities.**

2.

Case IH is the professionals' choice, drawing on more than 160 years of heritage and experience in the agricultural industry. A powerful range of tractors, combines and balers is supported by a global network of highly professional dealers dedicated to providing 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

Press releases and photos are available online at <http://mediacentre.caseiheurope.com>

3.

Cheffins are Europe's leading agricultural and machinery auctioneers, conducting the Cambridge and Bristol Machinery Sales, together with on-site auction sales throughout the UK. Further details at www.cheffins.co.uk

4.

Cornishman Phil Vickery left school at the age of 16 to work as a herdsman on his parent's farm and started his sporting career with the Cornish club Bude before quickly moved up the ranks of Rugby Union, subsequently Captaining England at the 2007 World Cup and a British & Irish Lions tour to South Africa. Since hanging up his boots in 2010 he has diversified into leisurewear, his 'Raging Bull' clothing brand now being stocked by a number of major UK retailers.

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