



## **Cavanagh Eggs Signs Up to Give ‘Rural Support’ this Christmas**

### **Cavanagh Eggs joins Rural Support and Simple Power and to Spread Festive Goodwill to Local Families in Hardship**

TBC December 2014: Cavanagh Eggs based in Newtownbutler, threw its weight behind Rural Support’s biggest ever ‘Christmas Hamper Scheme’ aimed at helping rural families in need, which aims to provide help for rural and farming families.

Cavanagh Eggs joined 16 other local agri-businesses, some of the biggest names in local business, to support the hamper appeal co-ordinated by wind energy company Simple Power. Its generous donation has helped to ensure that Rural Support can provide even more hard-hit families with hampers across Northern Ireland.

Rural Support’s Development Director, Jude McCann, said “I’m delighted with the support from Cavanagh Eggs and would like to sincerely thank them for their very kind donation. The efforts of Cavanagh Eggs, Simple Power, and other local businesses are much appreciated and have been instrumental in developing this scheme and enabling us to reach even more families this year. The support given is much needed and will make a great difference to a rural families in need this year.”

Rural Support provides a helpline for farmers and rural families that offers support through a listening and signposting service. It deals with a range of issues including physical and mental health, suicide risk, emotional distress, farming paperwork and bureaucracy. Rural Support has also recently launched a pilot project focusing on Financial Stress, providing

one-to-one financial mentoring aimed at those experiencing debt or financial issues relating to farm business.

Wind energy company, Simple Power, works in partnership with farmers across Northern Ireland and is committed to an on-going partnership with the local charity, providing financial support alongside fundraising activities.

Simple Power Chief Executive, Philip Rainey, stated, "We are pleased by the support shown from Cavanagh Eggs for our Christmas Hamper Scheme in partnership with Rural Support. For many people, especially those in need, Christmas can be a very difficult time of year. The donated produce from local businesses like Cavanagh Eggs, alongside Rural Support's support service, will hopefully provide a little festive cheer to those in need this Christmas."

Other generous donors supporting the campaign include: Ballyeamon Eggs, Clandeboye Estate Yoghurt, Comber Potato Company, Dale Farm, DJ's Apple Juice, Karro Food Group, Mash Direct, Moy Park, Punjana Tea, Rural Development Council, South Antrim Community Network, Tayto, Tesco, Ulster Farmers Union, and Belfast City Vineyard Church.

## **ENDS**

**Photo Caption:** Pictured are Simple Power's Chief Executive, Philip Rainey and Melissa Wylie from Rural Support as Cavanagh Eggs throws its supports behind biggest ever Christmas Hamper Scheme to help rural families in need this Christmas.

### **About Simple Power**

Founded in Northern Ireland in 2010, Simple Power is a wind energy company which capitalises on the support for renewable energy by provisioning single wind turbines that feed directly into the electricity grid. Simple Power has broken new ground in the renewable energy sector with a target to install a minimum of 200 turbines of 250kW. The company's first two wind turbines were officially launched by the Northern Ireland Environment Minister in October 2012, supplying the electricity grid. Simple Power is a privately owned company with its head office in Belfast. Its partners include Power NI, NIE and Vergnet. Website: [www.simplepower.co](http://www.simplepower.co) and Twitter: @simple\_power

### **About Rural Support**

Rural Support was formed in 2002 following the Foot and Mouth epidemic which had a severe impact on farmers and on the rural community in Northern Ireland. There was evidence of distress within the rural community and the need for a support service was identified. Rural Support provides this support through a helpline offering a listening and signposting service for farmers and rural families. It deals with a range of issues including emotional distress, suicide risk, physical and mental health, farming paperwork and bureaucracy.

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