



LIMITED EDITION

Help **Fairfields** make a **valuable contribution** to an incredibly **important charity** that's very close to our hearts



TOGETHER, WE'LL BEAT BRAIN TUMOURS SOONER
A CURE CAN'T WAIT

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Fairfields Farm Crisps Launches Crisps for Charity

Artisan crisp producer, Fairfields Farm, has launched an exclusive charity pack to raise money for The Brain Tumour Charity in memory of Lizzie Brammell, a local schoolgirl who passed away in November 2018.

The new Lightly Sea Salted crisps are produced using the red-fleshed Red Emmalie potatoes, a delicious crisping potato, while the eye-catching pink packaging aims to link in with the Brain Tumour Charity logo.

The charity is close to the hearts of Robert and Laura Strathern, co-founders of Fairfields Farm, as their son, Angus, was in the same class as Lizzie at school.

On 9th February 2018, after just a couple of weeks of minor symptoms - some double vision, a slight squint and generally just a bit wobbly - Lizzie, aged 9, was diagnosed with Diffuse Midline Glioma (DIPG) an inoperable brain tumour of the brainstem. Lizzie died just nine months later on 15th November 2018, just a week before her 10th birthday.

DIPG affects around 25 children in the UK each year, with an average life of expectancy from diagnosis of just 9 months.

"Lizzie was such an inspiration, and in the months after her diagnosis she began raising money for The Brain Tumour Charity through bake sales. After she passed away her mum,

Sally, continued fund raising, with a running total of over £260,000 raised," explains Laura Strathern. "Lizzie was a huge fan of our crisps and we promised her parents we would do something to help raise money and awareness. We've been working on creating this special charity pack for some time, growing a small acreage of Red Emmalie potatoes to produce something really special."

Fairfields Farm will be packing 36,000 150g bags of the crisps, which will be sold through East of England Co-op and independent food stores nationwide, RRP £1.89-£2.25 per 150g bag. "We will be donating 20p from every pack sold and are hoping to raise over £7,000 from crisp sales. MediaVita, Box Wise and Reflex Packaging are also supporting the packs with donations. Overall, we hope that by raising more awareness of DIPG, people will pledge further donations to what is a really good cause."

The Brain Tumour Charity is the world's leading brain tumour charity and the largest dedicated funder of research into brain tumours globally. To read more or to donate directly to Lizzie's Fund and the Brain Tumour Charity visit <https://www.thebraintumourcharity.org/get-involved/our-supporter-groups/supporter-groups/groups/lizzies-fund/>



LIZZIE'S
FUND

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