



February 2017

Typhoo Tea Joins Rotary Clubs Nationwide in Bid to Fight Polio

Co-hosting Purple4Polio Tea Parties in aim for 2017 to become milestone for polio eradication

Typhoo Tea, the second largest tea manufacturer in the UK is joining forces with Purple4Polio in aid of the Rotary's nationwide campaign to "End Polio Now". Co-hosting tea parties up and down the country, Purple4Polio, Typhoo Tea and Tiptree Jam will be raising awareness of the need to rid the world of polio and their progress achieved to date.

Taking place on International Women's Day on 8 March 2017, Typhoo Tea will be present at the Rotary London headquarters in Regent's Park where the main tea party will be hosted. Opened by TV Presenter Konnie Huq, celebrity guest speakers will include Jane Garvey of BBC Radio 4's 'Woman's Hour' and Purple4Polio Ambassador and broadcaster, Julia Roberts.

Rotary Clubs across Britain and Ireland plan to host simultaneous Purple4Polio Tea Parties to celebrate their dramatic success to date in the ongoing campaign, beginning at the quintessentially British tea-time of 4pm. Typhoo Tea is one of the main supporters of the Rotary Purple4Polio Tea Parties and providing tea and branded disposable mugs for all of these events to celebrate Rotary's tremendous efforts in its End Polio Now campaign.

The Rotary polio campaign is particularly relevant to women and dates back to 1985 and the ambitious promise Rotarians made to the mothers of the world that polio would be eradicated and their children would no longer suffer from the life threatening and crippling disease. That promise is on the brink of being fulfilled, with just 37 polio cases in three countries in 2016. There are real hopes that 2017 will see the last case of polio worldwide.

Typhoo Tea was launched in the UK in 1903 and through continuous innovation remains a category leader and established household name. Somnath Saha, CEO, of Typhoo Tea, says: "Uniting communities to help eradicate polio is essential and we're proud to be a part of helping achieve this. Working closely with Purple4Polio nationwide, we're hoping our charitable tea parties will bring people together to cross the finishing line and end polio now".

"We want to celebrate our immense achievement so far and remind everyone we are so close now to Rotary's goal of a polio free world, says Eve Conway, the President of Rotary International in Great Britain and Ireland. With just 37 cases worldwide last year, it's absolutely vital we push this last step. We truly are on the brink of an historic milestone and this year we could see the last case of polio worldwide."

In addition, Wilkin & Sons Ltd. (Tiptree Jam) has given 52,000 specially branded jars of plum and greengage Purple4Polio jam to Rotarians across Britain and Ireland. They will be encouraged to use the jam to raise awareness of the Purple4Polio campaign and to fill the empty jars with coins. The aim is to raise up to £1 million, and with matching funding through Rotary, this £1 million will become £3 million.



For further information about Typhoo and how to attend this event at Rotary London headquarters, please contact Mariya Derelieva, Spider, on +44(0)20 7403 6900, or email mariya.derelieva@spider-pr.com

Typhoo Tea has recently been named National Champion for the UK in the European Business Awards, Europe's largest business competition. Online voting is now open – please vote here on www.businessawardseurope.com

Notes to Editors

Background

Rotary has spent more than 30 years campaigning against polio. Last year, there were just 37 cases worldwide in three countries: Pakistan, Afghanistan and Nigeria. These are challenging places to work and more funding is still needed to eradicate the disease there and to keep the rest of the world polio free. Rotary's partners in the Global Polio Eradication Initiative: the World Health Organisation, Unicef, the US Centers for Disease Control and Prevention and the Bill and Melinda Gates Foundation are all confident that 2017 could see the last case of polio. There need to be three years with not a single new case anywhere, for the whole world to be declared polio-free.

Rotary International in Great Britain and Ireland's campaign is called [Purple4Polio](#) as purple is the colour of the dye put on the little finger of millions of children during mass immunisation campaigns.

The IWD [Purple4Polio](#) Tea Party launch is at 2pm, 8th March 2017.
Address: 6 York Gate, Regent's Park, London NW1 4QG.

Rotary International in Great Britain and Ireland will be posting on the day about the events via twitter.com/RotaryGBI using #IWD2017 and #Purple4Polio, also on facebook.com/RotaryinGBI.

To find out more about Rotary, please visit <http://www.rotarygbi.org> and for information on Rotary's [Purple4Polio](#) campaign <http://www.rotarygbi.org/what-we-do/purple4polio/>

About Rotary International in Great Britain and Ireland

Rotary International in Great Britain and Ireland is a volunteer organisation whose 50,000 members use their skills and time to improve the lives of others both locally and globally, while building friendships and having fun in the process. There are nearly 1,800 Rotary clubs across Great Britain and Ireland.

Rotary International was founded in 1905 in Chicago and is now the world's largest international service organisation with over 1.25 million professional men and women as members. There are 34,000 clubs in more than 200 countries and geographical areas.

About Wilkin & Sons Ltd. (Tiptree Jam)

Wilkin & Sons Ltd. are very pleased to be able to provide [Purple4Polio](#) preserves so that each Rotary member can fundraise for this worthy cause to eradicate polio throughout the world.

The Wilkin family have been farming at Tiptree, Essex since 1757 and Mr Arthur Charles Wilkin made the first strawberry jam at Tiptree in June 1885. Today traditional English fruits are still grown on the farm and the range of products made by Tiptree has widened to include marmalades, curds, savoury products, Christmas puddings and fruit gin liqueurs.

About Typhoo Tea



Founded in 1903, Typhoo is the largest private label tea packer and the second largest tea manufacturer in the UK. Producing 125m teabags a week at its factory in Moreton, Wirral, Typhoo Tea's current sales value exceeds £80m[1].

With over 60% of the retail branded market[2], Typhoo Tea produces, markets and distributes the iconic British tea brand Typhoo as well as the authentic Welsh brand Glengettie, Scottish Brand Melrose's, leading instant tea brand Lift, healthy infusions brand Heath & Heather, speciality tea brand Ridgways of London, London Fruit & Herb as well as coffee brand Red Mountain.

Since 2005, Typhoo Tea Ltd has been jointly owned by the Apeejay Surrendra Group (an Indian conglomerate with tea plantations in India, interests in real estate, shipping, hotels, retail and financial services) and Global Tea and Commodities Ltd (a UK conglomerate with tea, coffee; chocolate plantations in Malawi and tea packaging in Mombasa, Kenya).

[1] For 2014-2016

[2] As of 2016