

Press release

July 2014

Boursin teams up with Thrive in charity gardening initiative

Boursin, the UK's No. 1 speciality cheese¹, is supporting Thrive charity in the renovation of the Battersea Herb Garden.

The launch event celebrating the official opening of the renovated gardens kicked off with volunteers from brand owner Bel UK getting involved with the renovation of the herb garden and a speech given by Rosie Boycott, Chair of London Food Board. The event which took place on the 14th July in a nod to Boursin's French origins culminated with a selection of Boursin products for all to enjoy at lunchtime.

Thanks to the support from Boursin, Thrive has been able to upgrade and enhance the London park herb garden by redesigning its garden beds, which display culinary, medicinal and therapeutic herbs and spices. The gardening programme has been designed to enable more than 50 disabled Londoners to develop the skills they need to grow, display and sell herbs and spices, as well as attract public interest in Thrive's work and generating income for the charity.

Alessandra Laraud, brand manager at Boursin, said: "We're very proud to be supporting Thrive this year as they continue their great work in the community. The Herb Garden is an incredible initiative that's making a real difference to those touched by disability and ill health in the local area."

Kathryn Rossiter, CEO at Thrive comments: "We are thrilled with this cash injection and support from Boursin, which has enabled us to establish a new working herbs and spices retail operation, which helps our gardeners and generates income for the charity."

-Ends-

¹ Nielsen MAT 21.06.14

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Notes to editors:**About Bel UK**

Bel UK Ltd is a subsidiary of the Bel Group, the world's leading producer of branded cheese portions.

The company began life in France in 1865. Today, it has a presence in more than 120 countries, 27 production sites and an annual turnover in excess of £1 billion. The Bel Group produces many of the UK's most popular cheese brands, including Mini Babybel®, The Laughing Cow®, Leerdammer®, Port Salut® and Boursin®.

About Thrive

Thrive was established in 1978 and is the leading charity in the UK that operates in the field of disability and gardening. It provides information and specialist services, training and structured horticultural programmes which help thousands of disabled people.

Thrive uses gardening to bring about positive changes in the lives of people who are living with disabilities or ill health, or are isolated, disadvantaged or vulnerable. This is known as social and therapeutic horticulture (STH).