

For immediate release:

17 August 2010



ADAM HILLS IS SET FOR A BRU-ILLIANT FESTIVAL

Internationally acclaimed comedian Adam Hill's sell-out Edinburgh Festival show 'Mess Around' will be given an extra ingredient this week thanks to IRN-BRU.

The cheeky Australian comedian is a big fan of Scotland's Other National drink and throughout his shows he has asked his audience to help him raise funds for The Sick Kids Friends' Foundation, a charity for the Royal Hospital for Sick Children in Edinburgh. One of the ways he will be doing this is by auctioning off limited edition IRN-BRU miniature taxis for the charity which have been donated by the brand. IRN-BRU will also be making a cash donation to the charity.

Adam Hills says:

"I am thrilled to be working alongside IRN-BRU during the festival this year, I absolutely love the stuff. I love being in Scotland, I've been coming to Edinburgh for 14 years and IRN-BRU is the only thing that gets me through the Festival each year!"

I have used my shows to raise money for charity back in Australia, and as soon as I asked for a charity to support here, the audience's response was unanimous - The Edinburgh Sick Kids Friends' Foundation.

The fact that IRN-BRU is helping this cause is really wonderful, and I think the donation of the IRN-BRU taxis will give my show an extra bit of zing. I am going to ask my audience each night this week if they have any famous, Scottish friends who can sign

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the IRN-BRU taxis before they are auctioned and since everyone in Scotland knows everyone else, you never know who they're going to get!"

Martin Steele, Senior Brand Manager of IRN-BRU also commented:

"We are delighted to be making a donation to the charity as part of Adam's Edinburgh Festival show. He is a fantastic comedian and has really established himself in his years performing in the Assembly Hall. Having famous Scots sign the IRN-BRU taxis is also a PHENOMENAL idea – as they are collector's items themselves, this will add some extra value to the taxis and is sure to raise money for such an important charity in Scotland."

-Ends-

For further media information please contact Kathryn Dunlop or Stacey Blevins on 0131 220 0003 / 0779 225 3799 or Kathryn@burtgreener.co.uk / Stacey@burtgreener.co.uk.

Notes to Editors:

A.G.Barr p.l.c. has an active charity and community support programme where it invests 1% of its annual pre-tax profits. This is mostly planned activity where it works with a number of charity and community organisations, including Princes Trust, The Big Issue Scotland and The Prince & Princess of Wales Hospice in Glasgow, which have been supported over a number of years.

The company also donates free product and merchandise to many charities, community and good cause organisations each year to help them raise much needed funds.

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The Sick Kids Friends Foundation was set up in 1992 to support the work of the Royal Hospital for Sick Children in Edinburgh. The Hospital receives over 100,000 children through its doors each year from all over the East of Scotland.

They give assistance in five primary areas:

- the provision of a wide variety of extra comforts, which make time in hospital better for children
- the provision of extra child and family-friendly facilities
- the purchase of extra medical equipment over and above NHS provision
- the provision of extra support for sick children who are cared for in the Community
- funding for extra training and research

Sick Kids Friends Foundation is a registered Scottish Charity, SC020862.

Each year we raise around £1.5 million to help children and families at the hospital. All our work is funded through donations from the public, companies, Trusts and Foundations and organisations who wish to help us to make the Sick Kids even better.

Due to high demand, there are now no tickets available for Adam Hills' Edinburgh Festival show, 'Mess Around' which is showing from 10 - 29 August, 1900 at the Assembly Hall.