

29th April 2014

Lots announced for charity auction at Cereals 2014 with former England Rugby union Captain



Large crowds are again expected at a special charity auction being organised by Case IH, Claydon Drills and Mitas Tyres on the first day of CEREALS 2014, where former England Rugby Union Captain Phil Vickery will be back as the star attraction. Last year's auction pulled in over 1,000 visitors.

Phil, a farmer's son, and former Captain of the England Rugby Union Team, will be present when three lots are sold in aid of The Prince's Countryside Fund. The Prince's Countryside Fund gives grants to projects that help support the people who care for the countryside to secure a sustainable future for British agriculture and the wider rural economy. The fund provides grants with the aim to improve service provision in rural areas, support rural enterprise, support farming businesses, and provide training opportunities for young people and educating people about the value of the countryside.

The three lots are:

- One year lease of a 160 Puma tractor, donated by Case IH
- Four Mitas 460 / 70R24 T122 Tyres (or buyer's choice of tyres at same or lower value)
- One season's lease of a 3 metre Claydon Drill seed drill.

Phil Vickery will be there to present the successful bidders with their winning lots on the Case IH stand (**Number H800-8**) at 14.00 on Wednesday 11th June.

Charles Blessley, UK Marketing Manager for Case IH, stated: "We are delighted that Phil Vickery has once again agreed to assist us to raise money for such a worthy cause."

Well known auctioneer Bill King, Director of Cambridge-based firm Cheffins, will wield the gavel. Potential bidders have three options. Those who are unable to attend the live auction on the day can enter a Commission Bid with Cheffins, place a bid electronically prior to the event or on-line during the auction via www.i-bidder.com, Europe's leading portal for industrial and commercial auctions, or bid by telephone.

ENDS

NOTES TO EDITORS

1.

Case IH is the professionals' choice, drawing on more than 160 years of heritage and experience in the agricultural industry. A powerful range of tractors, combines and balers is supported by a global network of highly professional dealers dedicated to providing customers with the superior support and performance solutions to be productive and effective in the 21st century. More information on Case IH products and services can be found online at www.caseih.com

Press releases and photos are available online at <http://mediacentre.caseiurope.com>

2.

Further information on Claydon products is available at www.claydondrills.com

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3.

MITAS a.s is one of Europe's leading producers of agricultural tyres. Mitas manufactures and sells tyres under three brand names: the company's own Mitas and Cultor, and Continental under licence. In addition, MITAS a.s. produces and distributes a wide range of Mitas-branded industrial and motorcycle tyres. MITAS a.s. is a member of ČGS HOLDING a.s. and operates three production plants in the Czech Republic, one in Serbia and one in the USA, and maintains a global sales and distribution network.

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4.

Cheffins are Europe's leading agricultural and machinery auctioneers, conducting the Cambridge and Bristol Machinery Sales, together with on-site auction sales throughout the UK. Further details at www.cheffins.co.uk

5.

Cornishman Phil Vickery left school at the age of 16 to work as a herdsman on his parent's farm and started his sporting career with the Cornish club Bude before quickly moved up the ranks of Rugby Union, subsequently Captaining England at the 2007 World Cup and a British & Irish Lions tour to South Africa. Since hanging up his boots in 2010 he has diversified into leisurewear, his 'Raging Bull' clothing brand now being stocked by a number of major UK retailers.

6.

The Prince's Countryside Fund, founded by HRH The Prince of Wales, who has a long-held commitment to supporting Britain's hard pressed rural areas, was set up by Business in the Community in July 2010. So far it has given over £3.8 million in grants distributed to over 85 projects across the country, directly benefitting 64,000 people. Projects that have been funded range from apprenticeships for budding hill farmers, training for young people to gain employment in the rural economy, community transport schemes in isolated rural areas and projects to educate school children about where their food comes

from and why the countryside matters. In addition to its normal application process, the Fund also operates an emergency fund for times of need most recently the communities in Somerset affected by flooding. All the projects focus on supporting the people who care for our countryside and make it tick. The public can make a donation online at Virgin Giving, at the Post Office or by Text. Text PCF to 70300 and a £3 donation will be made to The Prince's Countryside Fund. For more information visit www.princescountrysidefund.org.uk