

**Basildon: 23 June 2014**  
**Subject: Charity Auction - Cereals 2014**

## Charity Auction Success at Cereals 2014



£13,000 was raised for The Prince's Countryside Fund at an auction held at Cereals 2014 on Wednesday 11<sup>th</sup> June.

Three lots were auctioned, each donated by the manufacturer. A one-year lease of a Case IH Puma 160 CVX tractor went to Mick Richards, who farms at Market Weighton in Yorkshire, four Mitas 460/70 R24 T122 tyres went to John Van Geest of Agriserves at Spalding in Lincolnshire, while Andrew Curtis of H Curtis & Sons in Bristol took a season's lease of a 3 metre Claydon Hybrid drill.

The auction, conducted by Bill King of Cheffins, attracted large crowds and raised valuable funds for the charity. The Prince's Countryside Fund Ambassador and former England and British & Irish Lions rugby captain Phil Vickery MBE was on hand to present the successful bidders with their winning lots.

"We were delighted with the results of the auction," said Helen Aldis of The Prince's Countryside Fund. "This builds on the very successful auction that was held here last year and demonstrates the level of support amongst the farming community for the work of the charity."

Charles Blessley, Marketing Manager, Case IH UK and Ireland stated: "We were pleased to have been able to host the auction on our stand and to donate the lease of a Puma 160 to such a worthwhile cause. Mick Richards already uses our machines, so he knows what a good deal he has got."

**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 21<sup>st</sup> century. More information on Case IH products and services can be found online at [www.caseih.com](http://www.caseih.com)

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

2. Further information on Claydon products is available at [www.claydondrills.com](http://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](http://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 moving 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](http://www.princescountrysidefund.org.uk)



**(L-R) Bill King of Cheffins, Richard Lister of FarmStar Tractors, winning bidder for the Case IH Puma 160 CVX tractor Mick Richards, Phil Vickery MBE and Charles Blessley of Case IH.**

**(N.B. - Other pictures of winning bidders are available)**