



PRESS RELEASE

Feel the love with a Denny breakfast

Denny and Barry McGuigan celebrate Valentines with 1000s of FREE breakfasts

Tuesday 9th February: Denny is coming to Belfast next Saturday (13th Feb) to celebrate Valentine's Day by giving away thousands of FREE breakfasts and roses to shoppers at Castle Court Shopping Centre with Hell's Kitchen winner and boxing legend Barry McGuigan.

The Denny Mammy will cook up a storm at the main entrance to the centre (by Debenhams), while Barry McGuigan will give tips on how to cook the perfect romantic breakfast, pointers on how to avoid a 'fight' this Valentines, flip a few sausages, and pose for photos with those who pop along.

Barry McGuigan comments, "I'm really looking forward to meeting the people of Belfast on Saturday. I'll be sharing my best romantic breakfast tips, and handing out thousands of free Denny breakfasts and roses, so fill your heart and your belly at the same time and pop along with your loved one. Denny is also donating one pound to the Simon Community Northern Ireland for every breakfast they give away, so we're hoping to raise some much needed funds for people who are homeless in Northern Ireland.

This is the second in a series of free Denny breakfasts that are taking place across Ireland to celebrate the ritual of breakfast. Denny is also offering the public the chance to win 100,000 breakfasts on their newly rebranded packs in shopping centre's throughout the country, and on their website www.homeis.ie. Each breakfast event will be hosted by a popular personality including Apprentice star Breffny "The Breffmeister" Morgan, comedian Paddy Courtney, and TV

personality Craig Doyle to name a few.

The initiative is all for a good cause with Denny's £1 contribution to the Simon Community Northern Ireland for each person who turns up and enjoys a free Denny breakfast. The Simon Community has been operating in Northern Ireland for almost 40 years and the money raised through this campaign will support the range of high quality services provided to individuals and families at risk of or experiencing homelessness.

Tricia Burke, Marketing Manager Denny, comments, "We are offering the chance to win 100,000 breakfasts over the next two months on Denny packs instore and our website homeis.ie, and we are also hosting a number of impromptu breakfast events throughout the country, all to celebrate Irish people's breakfast rituals and the taste of home. We have found that everyone has a favourite tradition when it comes to enjoying breakfast, whether it is Sunday morning brunch with friends, having breakfast with your partner before going to work, or enjoying a leisurely breakfast in bed on a Saturday morning.

Our new ads, which have just hit Northern Irish TV screens, bring this sense of ritual and 'the taste of home' to life. They were filmed in Irish homes from all over the country and feature real people enjoying breakfast together on special occasion in their lives - the first ad in the series (currently on TV) follows a father and son from the North at the Point to Point races. Over the coming months we will feature a group of friends at a match, children on their first day of school, and a band, all enjoying Denny during that special moment in their lives. Denny packaging has also been given a contemporary new look to reflect a new decade.' "

For further information, please contact

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Photos provided by Pacemaker Press

Notes to Editor:

New packs are on shelf in retailers nationwide since 18th January

Denny has made a three year commitment to Simon.

Denny, part of the Kerry Food Group, is the No. 1 brand in Ireland in sausages, rashers, cooked meats and sausage rolls. Denny's extended portfolio also includes shepherd's pie, cottage pie, frankfurters and pastry pies. The Denny name and its association with meat go back a long way to 1820.

For more information www.homeis.ie

Barry McGuigan MBE

Former British, European and World Featherweight Champion

International Hall of Fame, World Boxing Hall of Fame

Undisputedly, Barry McGuigan was one of the best boxers of his generation. As an amateur he won a multitude of titles, at the tender age of 17 he took the gold medal at the 1978 Commonwealth Games and as a Professional he won the British, European and World Titles. On a memorable, balmy night in June 1985, a television audience of twenty million watched as McGuigan achieved his dream and became Featherweight Champion of the World by defeating Eusebio Pedroza, voted 'Fight of the Year' by Ring magazine. His amazing performance later captured him another title of BBC Sports Personality of the Year. McGuigan was voted into the World Boxing Hall of Fame in 2000 and the International Boxing Hall of Fame in 2005.

McGuigan's popularity transcended the sport of boxing and his fights became family occasions, uniting people across sectarian and religious divides during a troubled time in the country's political history. A Catholic, Barry married his Protestant childhood sweetheart, Sandra Mealiff in 1981. An Irishman, he fought for the British Title, his boxing shorts the colours of the United Nation's Flag of Peace and rather than an anthem his father sang 'Danny Boy' on many emotionally charged occasions before a fight.

For almost 20 years now, McGuigan has been commentating and writing on boxing and has developed into one of the leading figures of the sport. He has been writing a successful weekly column for the Daily Mirror for over 10 years, considered to be the No1 boxing column each week. He has commentated throughout the world; in the USA for Prime Network, in Asia for Star TV, in Europe with Euro Sport and in the UK for BBC, Sky, Screen Sport, Setanta, Wire TV and currently for ITV. He is also President and Founder of the Professional Boxing Association (PBA), an organisation set up to protect the interests and promote education and skills development for professional boxers.

He collaborated with the twice Academy Award nominated film director Jim Sheridan and Academy Award winner Daniel Day Lewis to make the movie 'The Boxer' which was inspired by his life. As well as training Day Lewis over a two year period, McGuigan choreographed and edited all the boxing scenes for the Golden Globe nominated movie. His role as a trainer has continued and he has coached his youngest son Shane to National Titles in England and Ireland.

In 2007 Barry won the ITV prime-time show 'Hell's Kitchen' where, under the tutelage of world-renewed chef Marco Pierre White, he discovered his culinary talents and won himself a new generation of fans along the way. He also recently presented a cooking show "The Fabulous Food Adventure" in Northern Ireland with the renowned chef and author Jenny Bristow.

In November 2009 McGuigan launched the inaugural "Barry McGuigan Boxing Academy". The intention of the academy is to use the skill and discipline required in boxing to promote and deliver an environment where young people can excel in their academic and sporting goals; positively encouraging students who feel disengaged to stay in or return to education and help raise standards in post 16 academic achievements.