



PRESS RELEASE

Top 10 reasons to cheer up!

Denny celebrates the last week of January with FREE breakfasts and comedy

Monday 25th January: Denny has officially declared today as ‘Cheer Up Monday’, inviting everyone to get over the doom and gloom of last week, and celebrate the end of January!

To help people cheer up and look on the bright side of life again, Denny took to the streets of Dublin this morning to hand out thousands of free breakfasts to commuters on their way to work, and people out shopping. The Denny Mammy was cooking up a storm in Denny’s Home on Wheels, and top Irish comedian Paddy Courtney was entertaining the crowds with impromptu comedy, bringing a smile to many faces on the last Monday of January.

Denny’s has come up with some great reasons to Cheer Up this Monday:

- It’s the last Monday in January!
- The most depressing day of the year Blue Monday is behind us!
- The Spring Season is about to begin and we can hopefully wave goodbye to the freezing snow spell and dark and dreary evenings!
- Good news for sports fans! The Six Nations and Champions League are about to really kick off!
- Diets can go out the window now that January is nearly over!
- You don’t sound mad if you start planning your summer holidays!
- The Spring Summer collection is in!
- It’s almost time for Valentine’s when you will either be spoiled or can spoil yourself!
- Denny has 100,000 breakfasts up for grabs for FREE and loads events happening across the country to cheer everyone up!
- ‘Noughthies’ are now over, time to look forward to the ‘Tennies’ (or Denny’s)

Commenting at the breakfast event, Paddy Courtney said, “Today was great, I got to feed the nation on ‘Cheer up Monday’ and The Simon Communities got a quid for every breakfast I served up. There is no better sound than the sizzle of a sausage and there is no better smell than rashers on a pan. I think Denny should bring out a new fragrance: ‘Eau de Rasheur’.

Paddy Courtney broke a personal record on the day handing out almost a thousand breakfasts, and in turn helped Denny to make a contribution of over €1,000 to Simon!

This was the first in a series of free Denny breakfasts that will be taking place across the country, to celebrate the fact that Denny is 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 will be hosted by a popular personality including Apprentice star Breffny "The Breffmeister" Morgan as well as Irish boxing legend and Hell's Kitchen winner, Barry McGuigan.

The initiative is all for a good cause as Denny is also making a €1 contribution to the Simon Communities of Ireland for each person who turns up and enjoys a free Denny breakfast. The Simon Communities throughout Ireland provide the best possible care, accommodation and support for people experiencing homelessness and those at risk. Together, with people who are homeless, the Simon Communities of Ireland tackle the root causes of the problem, promote innovative responses and urge the government to fulfill their commitments to those less fortunate in Irish society. The Simon Communities of Ireland delivers support and service to between 4,500 and 5,000 individuals and families who experience – or are at risk of – homelessness on an annual basis.

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. We have found that everyone has a unique 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 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 bride on the morning of her wedding relishing her last family breakfast before walking up the aisle. Over the coming months we will feature a father and son, a group of friends at the All Ireland, 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.' "

The next Denny Free Breakfast event will take place on Valentines Day in Belfast with Hell's Kitchen winner and sports star Barry McGuigan.

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Notes to Editor:

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

The Simon Communities of Ireland

· The Simon Communities of Ireland is an affiliation of local Communities in Cork, Dublin, Dundalk, Galway, the Midlands, the Mid West, the North West and the South East. In addition, the National Office performs a coordinating role in terms of campaigning in the areas of housing/homeless policy and the wider poverty and social inclusion agenda; best practice in service delivery and working with people who are homeless; and in the area of full time volunteering promoting excellence and providing accredited training.

· The Simon Communities throughout Ireland provide the best possible care, accommodation and support for people experiencing homelessness and those at risk. Together, with people who are homeless, we tackle the root causes, promote innovative responses and urge the government to fulfil their commitments.

· Simon delivers support and service to between 4,500 and 5,000 people who are homeless – or are at risk of – homelessness every year.