



PRESS RELEASE
FOR IMMEDIATE PUBLICATION
1st October 2012

Laila's 'Rice For Life' Returns

Laila's 'Rice for Life' campaign returns this month with the simple message – buy one pack, save one life.

Leading world food suppliers Surya launch their second 'Rice for Life' campaign this month (October) – donating vital funds to the British Red Cross for every pack of Laila rice sold.

Spanning the month of October, funds raised from promotional Laila packs will be ploughed into British Red Cross' work in Pakistan to prevent easily treatable diseases from claiming lives needlessly.

Donating 20p for every pack sold, each purchase genuinely has the power to save one life, as Surya's Managing Director, Harry Dulai said: "It is amazing to think what is small change to us in the UK can actually save a life in Pakistan. Just five sachets of oral rehydration salts, costing a mere 20p, can save the life of a child suffering from diarrhoea and one simple immunisation for a child can prevent life-threatening diseases such as tuberculosis.

"By buying Laila Rice this month you will be supporting a very simple but effective campaign, which genuinely has the ability to save a life with each purchase you make."

Pakistan is one of the world's most disadvantaged countries, where women and children are the most vulnerable to disease, and in many rural areas access to basic health care is extremely limited or even non-existent.

Launched last year 'Rice for Life' is a major fundraising campaign aimed at making a big impact in Pakistan through simple, but highly effective, measures.



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Laila is the strongest Pakistani rice brand in Europe and Surya were keen to show their solidarity with the people of Pakistan following the devastating floods of 2010 – the worst in the country's history.

-ENDS-

**For further information or images please contact Lyndsey Filby:
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Notes to Editors

Laila Rice

Laila is one of the UK's leading basmati rice brands and is owned by world food giants Surya Foods.

Laila's first 'Rice for Life' campaign was launched in 2011 in association with The British Red Cross, with the first project providing seeds and fertiliser to those affected by the devastating Pakistan floods. The second campaign, also in association with the British Red Cross, returns this October 2012 with the simple message – buy one pack, save one life, with each pack sold paying for simple but effective treatments, like oral rehydration salts, to prevent easily treatable diseases claiming children's lives needlessly in Pakistan.