23rd October 2017:

The Cadbury Foundation donates €56,000 to support Aware’s ‘Beat the Blues’ initiative

The Cadbury Foundation, which has been in operation for over 80 years, has donated €56,000 to Irish mental health organisation and Cadbury Ireland charity partner, Aware, to support their ‘Beat the Blues’ initiative for secondary schools.

A positive mental health programme, Beat the Blues is aimed at senior cycle students throughout Ireland. Delivered over two class periods, the programme is designed to teach students about mental health and equip them with the tools to deal with life’s challenges.

Speaking about The Cadbury Foundation donation to Aware, Eoin Kellett, Managing Director at Mondelez Ireland said:

“The whole team at Cadbury Ireland is very proud of our association with Aware and all of the positive work they do around mental health in Ireland. The ‘Beat the Blues’ programme is one of many great initiatives that Aware implements every year. It is so important to educate younger generations about the early signs of mental health issues and to equip them with the knowledge they need to care for their mental health. All too often, we hear of tragic circumstances arising from young people suffering with mental health issues. This programme opens the door for young people to talk about mental health and we are honoured to support such an important initiative.”

To mark the donation, Eoin Kellett, Gerry O’Brien, Head of Fundraising at Aware, and Dublin football legend and Aware ambassador, Bernard Brogan, paid a visit to Larkin Community College, Cathal Brugha Street, Dublin 1, to join Bernard’s fellow Dublin teammate and Aware mental health trainer, Kevin McManamon, where he was delivering a ‘Beat The Blues’ talk to the school’s students.

Speaking at Larkin Community College, Gerry O’Brien, Head of Fundraising at Aware, said: “We are really grateful to The Cadbury Foundation for their generous donation to support our Aware Beat the Blues initiative. The funding will allow us to expand the programme, so that more Irish students will be able to understand, and most importantly, look after their mental health.”

Ends

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Notes to the editor:

About Mondelez Ireland:
As a leading food company in Ireland, Mondelez make and sell iconic brands for domestic and export markets. The company has been making chocolate in Ireland since 1932 when the first Cadbury factory opened in Dublin, with Cadbury Dairy Milk production starting the following year in 1933. We produce Ireland’s best-selling chocolate bar, Cadbury Dairy Milk 8-square together with Flake, Twirl, Boost and Starbar.

About Mondelez International
Mondelez International, Inc. (NASDAQ: MDLZ) is a global snacking powerhouse, with 2015 net revenues of approximately $30 billion. Creating delicious moments of joy in 165 countries, Mondelez International is a world leader in biscuits, chocolate, gum, candy and powdered beverages, with billion-dollar brands such as Oreo, LU and Nabisco biscuits; Cadbury, Cadbury Dairy Milk and Milka chocolate; and Trident gum. Mondelez International is a proud member of the Standard and Poor’s 500, NASDAQ 100 and Dow Jones Sustainability Index. Visit www.mondelezinternational.com or follow us on Twitter at www.twitter.com/MDLZ.

About Aware
Aware is the national organisation providing support, education and information services around depression and bipolar disorder. Founded in 1985, the organisation developed in response to the clear need for information, understanding and support, both for individuals with a diagnosis of depression or bipolar, as well as family members supporting a loved one. For more information, please visit www.aware.ie