



Maxol announces Aware as new Charity Partner

Tuesday, 21st June 2016: Maxol, Ireland's leading forecourt and convenience retailer has today announced mental health charity Aware as its new charity partner.

The aim of the partnership, which will run until at least the end of 2017, is to promote positive mental health in communities in Ireland. It will support the range and level of important services delivered by Aware in the Republic of Ireland and Aware NI in Northern Ireland.

The announcement was made today by Maxol's Chief Executive Brian Donaldson, who was joined by Dublin footballer Bernard Brogan and Aware CEO Dominic Layden at the recently opened Maxol M3 Mulhuddart Services, to officially launch the partnership.

As well as featuring Aware collection boxes in Maxol's 230 locations, the partnership will also support the important issue of youth mental health through Aware's Beat the Blues schools programme for teenagers aged 15-18.

A further key initiative will be Aware and Maxol's Mood Walks, a series of walks taking place across the country where communities are encouraged to come together to get to know each other, while keeping active and maintaining positive mental health. More details on these activities will be announced shortly.

Commenting on the new partnership, Brian Donaldson, Chief Executive of Maxol commented,

"We're very proud to partner with Aware, who do such important and admirable work across the country. We have been focussing much of our efforts on community level initiatives of late through our retail network, and this partnership will reinforce that at each of our 230 locations.

"Our retailers and all of our staff are very supportive of this partnership as I'm sure our customers will be. Positive mental wellbeing is such an important subject with everybody affected in some way and we look forward to helping raise awareness through new initiatives and a series of uplifting activities across our network."

Dominic Layden, Chief Executive Officer of Aware said,

"Aware is delighted to work with a national, trusted and well known company such as Maxol. Mental wellbeing is a vital foundation for every aspect of life and being able to work with a company which is at the heart of so many communities right across the island is a real opportunity to highlight mental health and wellbeing to all.

"Fundraising and corporate donations account for 85% of our annual funding. If we don't get the funds in, we can't provide the range and level of important services that we deliver and which make such a massive difference in the lives of people and families throughout the country. This is why our new partnership with Maxol is so important. It is really wonderful to see such a widely recognised and respected brand actively promoting mental health in communities in Ireland."

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Media contacts:

For The Maxol Group:

Fiona Thornton: Fiona.thornton@priorcommunications.ie / 01 6627 111

For Aware:

Sandra Hogan: Sandra.hogan@aware.ie / 01 661 7211

About the Maxol Group

- The Maxol Group was established in 1920 by William McMullan. The 4th generation of the family are Company Directors.
- Maxol makes a significant contribution to the economy on both sides of the border and markets a comprehensive range of oil and petroleum products to the Irish Market, through their Retail, Fuel Card and Lubricants divisions.
- The Maxol Group had an annual turnover of €640m in 2015.
- The company employs directly and indirectly more than 1,000 people across the island of Ireland.
- Maxol has been investing and expanding in recent years and currently has a network of 230 service stations, of which 107 are company owned.
- The new food brand Moreish – Fresh Food at Maxol was launched in 2014 and is currently in 31 Maxol service stations and growing. It won 'Best Oil Company Initiative' at Ireland's Forecourt & Convenience Awards 2015.
- In 2012, Maxol was voted Retailer of the Year by UTV Business Eye Awards in Northern Ireland.
- Maxol was voted the most reputable oil company in Ireland for four consecutive years between 2012 to 2015 by Corporate Reputations independent survey.

About Aware

- Aware is the national organisation providing support, education and information services around depression and bipolar disorder.
- Aware provides a range of positive mental health programmes aimed at improving participants' wellbeing.
- Founded in 1985 the organisation now offers:

Support

Support Groups | 38 locations nationwide | 12,600 visits each year

Support Line | 1800 80 48 48 | open 365 days a year | 11,000 calls each year

Support Mail | supportmail@aware.ie | 2,300 emails each year

Education

Beat the Blues | Schools talk | Life Skills 6-session programme | Online programme | For young people aged 15-18 | 28,500 students each year

Life Skills | Group – Nationwide | Online | 3,000 participants each year

Wellness@Work | Positive Mental Health at Work | 3,000 employees per year

Information

Aware website | 285,000 unique visits

Aware lectures | 173,000 views