

GUINNESS ANNOUNCES €1.5 MILLION FUND TO SUPPORT COMMUNITIES IN IRELAND

Guinness will provide financial support to bar staff and vulnerable groups as we face unprecedented challenges from the impact of the COVID-19.

17 March 2020: Guinness is today announcing the establishment of a €1.5 million fund providing support to communities affected by COVID-19 in Ireland. The fund will see €1.2 million go to support bar staff, alongside a further €300,000 to elderly vulnerable people through a partnership with ALONE.

Commenting on today's announcement **Oliver Loomes, Country Director of Diageo Ireland said**, "We have been supporting the licensed trade in the last week through what is an unprecedented period as we all work together to keep people safe through the closure of licensed premises across the country."

"Today we are announcing an additional support of €1.3 million and we will be working with our partners in trade, the through our partners The Licensed Vintners Association and Vintners' Federation of Ireland (VFI), on how we can support bar staff to maximum effect using this funding in what is a very fast-moving situation."

Speaking today, **Donall O'Keeffe, CEO, Licensed Vintners Association** said "These are unprecedented times and its important that we pull together and show solidarity among the bar community. In addition the funding for services for older people is much needed and builds on the partnership that we have in place with ALONE and Guinness addressing isolation among our elderly community".

Also speaking today, **VFI Chief Executive Padraig Cribben said**; "With the closure of pubs around the country in a bid to protect their local communities, it reminds us of the importance of looking out for each other through these most challenging times."

In addition to its funding of €300,000, Guinness is also pledging the time of its team at St. James's Gate Brewery and the Guinness Storehouse to support ALONE's Befriending service.

Seán Moynihan, CEO of ALONE said, "Guinness have been supporting us for over three years in a bid to address social isolation, but it's now that we need this most. Today's news of an additional €300,000 is going to make a significant impact. This support will help us to continue to provide vital services to older people who need additional support and are experiencing increased social isolation at this time.

Since the outbreak of COVID-19 we have been receiving a huge volume of phone calls to our helpline from older people all over Ireland and delivering support seven days a week to those who need it. This will enable us to continue to deliver and expand these much-needed services."

Today's announcement is part of a wider initiative which will sees Guinness and Diageo pledge in the region of €3 million globally to communities and the bar trade.

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Notes to Editor

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About GUINNESS:

The GUINNESS Company was established in 1759, when Arthur Guinness signed a 9,000-year lease on St. James's Gate Brewery in Dublin. Brewed using four natural ingredients, water, barley (malted & roasted), hops and yeast, Guinness is the world's most popular stout. The iconic beer is brewed in 49 countries worldwide and sold in over 120. The most Guinness is sold in Great Britain, Ireland, USA, Nigeria and Cameroon. All Guinness consumed in Ireland and Great Britain is brewed at St. James's Gate Brewery. More information can be found at www.guinness.com Enjoy Guinness Sensibly. Visit www.drinkaware.ie

About ALONE:

ALONE is a national organisation that supports and empowers older people to age happily and securely at home. We support individuals and their families, work with other organisations, and campaign nationwide to improve the lives of older people. We work with all older people, including those who are lonely, isolated, homeless, living in poverty, or are facing other difficulties. We support them through these challenges to help them find long term solutions.

ALONE provide Support and Befriending, Coordinated Support, Age-friendly Housing, and BConnect technology and community services. We use individualised support plans and provide one point of contact for older people to access health, social care, housing and other services to improve physical, emotional and mental wellbeing. ALONE enables outcomes including improved quality of life, community activation, and implementation of national strategies.

If you or anyone you know needs support please call ALONE on 0818 222 024 or visit the website www.alone.ie

About Diageo:

Diageo is a global leader in beverage alcohol with an outstanding collection of brands across spirits, beer and wine categories. These brands include Johnnie Walker, Crown Royal, J&B, Buchanan's and Windsor whiskies, Smirnoff, Cîroc and Ketel One vodkas, Captain Morgan, Baileys, Don Julio, Tanqueray and Guinness.

Diageo is a global company, and our products are sold in more than 180 countries around the world. The company is listed on both the London Stock Exchange (DGE) and the New York Stock Exchange (DEO). For more information about Diageo, our people, our brands, and performance, visit us at www.diageo.com. Visit Diageo's global responsible drinking resource, www.DRINKiQ.com, for information, initiatives, and ways to share best practice.

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