**6th APRIL 2016**

**CRANSWICK PLC NAMED AS HEADLINE SPONSOR FOR FREEDOM FESTIVAL**

Cranswick plc has been announced as headline sponsor of Hull’s Freedom Festival for the next three years.

The food producer and supplier, which employs more than 8,000 people in the East Riding, is extending its support of Hull’s biggest arts and culture event after sponsoring the Bridge Stage at the festival last year. Its Chief Executive said the long-term partnership underlined both organisations’ shared ambitions regarding social, cultural and economic regeneration of the region.

Adam Couch, Chief Executive of Cranswick plc said: “As one of the region’s largest employers, we have a commitment to our employees and the area they live in. Cranswick’s beliefs mirror those of Freedom Festival; we are passionate about engaging and connecting with the local community to support long-term regeneration.

“We’re delighted to be sponsoring Freedom Festival again, and to pledge our support for the next three years. To be involved in this fantastic event here in Hull is a privilege, and we wish the Freedom Festival team great success for the year ahead and beyond.”

Jenny Howard-Coombes, Executive Director of Freedom Festival Arts Trust, the independent charitable organisation behind the festival, said the partnership will help the Trust realise its longer term ambitions post-2016 and 2017.

She said: “We’re thrilled to confirm Cranswick’s long-term support of the festival. There will be increased focus and attention on the festival this year and next year around Hull’s status as UK City of Culture. Yet we have a desire and a responsibility to look beyond that, ensuring that Freedom Festival 2018 is just as successful.

“As a charitable organisation, we rely on the support of organisations like Cranswick and our other sponsors and partners, and of our key funders Hull City Council and Arts Council England.

“Cranswick is one of Hull’s biggest employers; they’re a very significant presence in the city and they are fully aligned with our ethos and aims. We’re really looking forward to building on the relationship that began last year.”