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MEDIA RELEASE

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Christmas comes early for football fans in Grimsby

Local shoppers are being offered a once-in-a-lifetime opportunity to come face to face with the **Emirates FA Cup** this festive season.

The trophy is visiting Lincolnshire Co-op's **Scartho Food Store** on Waltham Road between **2pm and 6pm** on **Tuesday 1st December**, as part of a collaboration between Carling Black Label and the local retailer.

People will be able to **pose for a photo** with the cup, which will be presented on a plinth within the convenience store.

Steve Landers, Scartho Food Store Manager, said: *"The team are all really excited to have the Emirates FA Cup visit our shop, and we've been chatting to our customers about it instore too.*

"This is such a unique opportunity for our local community, and we're so proud to be able to be at the heart of it!"

In addition to exciting photo opportunities, there will be exclusive **giveaways and tastings** hosted at the site on the day.

Lincolnshire Co-op's inviting local sports clubs supported by its **Community Champions** scheme and hosting fundraising activities.

Sophie Leaning works as Lincolnshire Co-op's Community Co-ordinator in North East Lincolnshire, connecting local groups and good causes and assessing the area's local needs.

She said: *"We support so many groups and initiatives locally that help to improve health and wellbeing, and this is a fantastic opportunity for them to spotlight their work and get even more people involved."*

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Notes to editors:

1. **Lincolnshire Co-op** is an independent co-operative society. Its purpose is to bring together ideas, energy and resources to make life better in communities. It has around 300,000 members and 2,900 local colleagues in Lincolnshire and the surrounding counties and an elected board of directors who oversee the business.
   The society provides **valued services** and supports the **local economy** from outlets across its trading area including food stores, filling stations, post offices, travel branches, funeral homes, a florist, a crematorium and community libraries. It also cares for

people's **health and wellbeing** through its pharmacies and support for a network of wellbeing walks. Local good causes benefit through its Community Champions scheme and together, colleagues and members also look after the **local environment** through volunteering.

As well as its trading outlets, Lincolnshire Co-op owns properties, from flats and houses to commercial premises. The society brings land and buildings back into use to create attractive environments. With Lincolnshire Co-op as landlord, rents stay local and are invested in schemes that benefit the community.