New Release

12 August 2024

*For immediate use*

**Fundraising t-shirt sales raise more than £5600 for charity at the Royal Highland Show**

‘Make It Scotch’ t-shirts were in demand again at this year’s Royal Highland Show, with sales of more than 1000 shirts raising £5,628 in funds for Cancer Research UK, through the *Business Beats Cancer* Edinburgh branch.

Throughout the four days of the Show the newly designed navy t-shirts were available for £5 each, exclusively at the Quality Meat Scotland (QMS) stand, showcasing QMS’s eye-catching Make It Scotch marketing campaign which runs alongside the Scotch Beef, Scotch Lamb and Specially Selected Pork brands.

All proceeds went to *Business Beats Cancer* Edinburgh board, which bring business leaders together to raise vital funds for Cancer Research UK. There are a growing number of these boards across the UK, with each one organising an exciting annual fundraising event to unite local businesses, to help beat cancer.

The cheque was presented to Lou Kiddier, Chair of *Business Beats Cancer* Edinburgh by QMS Chief Executive, Sarah Millar, who said: “Thanks to the many people who came to our stand – some more than once - to buy a t-shirt at the Highland, all in the name of cancer research.

“In the UK, one in two of us will be diagnosed with cancer in our lifetime so the research you’re supporting through the fantastic funds raised has never been more important. The work being achieved by Cancer Research UK and more locally through the Edinburgh Business Beats Cancer branch is transforming lives and it’s important that we work together to keep this research progressing.”

Lou Kidder is Chair of the *Business Beats Cancer* Edinburgh board and said: “With no government funding or research, these generous charitable donations allow life-saving research to be undertaken in Edinburgh, where around 5,000 people are diagnosed with cancer each year. We spent more than £8 million on life-saving research last year, turning new discoveries into better treatments for patients. Every penny donated to Cancer Research UK is gratefully received – thank you to those who purchased t-shirts and to QMS for this generous donation.”

ENDS

Words count

**Notes to editors:**

QMS is the public body responsible for promoting the Scotch Beef and Scotch Lamb brands in the UK and PGI labelled Scotch Beef and Scotch Lamb branded products abroad, and for promoting Scottish pork products under the Specially Selected Pork logo.

Please note that the use of the word Scotch in the Scotch Beef and Scotch Lamb brands is correct and should not be substituted for an alternative such as Scots or Scottish. The history of the use of the word Scotch in this way, traces back to the 18th century.

QMS also helps the Scottish red meat sector improve its sustainability, efficiency and profitability and maximise its contribution to Scotland's economy.

The quality assurance schemes run by QMS cover more than 90% of livestock farmed for red meat in Scotland. They offer consumers in the UK and overseas the legal guarantee that the meat they buy has come from animals that have spent their whole lives being raised to some of the world’s strictest welfare standards.

Scotland’s beef, lamb and pork producers make an important contribution to the country’s economic, social and environmental sustainability, contributing over £2 billion to the annual GDP of Scotland and supporting around 50,000 jobs (many in fragile rural areas) in the farming, agricultural supply and processing sectors.

For more information visit [www.qmscotland.co.uk](http://www.qmscotland.co.uk) or follow QMS on Facebook or Twitter.