

BEST FOR COMMUNITIES

Our pubs play an important role in their local communities, by employing local people, raising funds for charity and serving our customers.

This year, we were proud to announce that we have now raised £4m for Macmillan Cancer Support thanks to the incredible efforts of our teams and customers. One of the ways we raised money was through our participation in the Lord Mayor's Show in London.

The Lord Mayor's Show, which dates back to 1215, is a magnificent procession for the newly elected Lord Mayor of the City of London to Westminster and we were delighted to be part of such a historic event. The Greene King float joined 70 other organisations and 20 military and civilian bands and our theme was 'Bringing our iconic London pubs to life'. Greene King is London's biggest pub company and we are privileged to have some of the most historic and characterful pubs in the city, so we decorated the float with pub signs and our team members brought them to life with enthusiasm by dressing up as the character of their pub.

Macmillan joined us for the procession to help us to create a real carnival atmosphere for those watching on the streets of London. All of our London pubs fundraised during the weekend and we donated money from every fish and chips meal we sold to Macmillan.



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