

#RULEGRITTANIA – GRITTANIA GRITS THE WAY... FOR DE-ICE THIS WINTER **Local Essex school names gritting lorry for Winter 2019**

The past few years have seen some fantastic names for gritters across the country - from Gritty McGritface and David Plowie, to Usain Salt. But the latest and greatest is **#RuleGrittania**.

This was the winning name following a competition between schools within The Eveleigh LINK Academy Trust, to name one of De-ice's winter gritting lorries.

On Thursday 10th January, Essex-based winter gritting and risk management company, De-ice, presented a £100 cheque, some bags of salt and a snow shovel to Purleigh Primary School – in readiness for the winter ahead, and to help keep the playground and entrance safer during ice and snow.

Children across the five schools took part in a competition to come up with the new name. From 'Snowflake' to 'Spready Krueger' the competition was fierce, but **#RuleGrittania** won the day!

Vicky Lopez, founder and director of De-Ice, is passionate about sharing the message of winter safety. She commented: "This has been a fantastic and fun way to share the message of winter safety with the children. They really enjoyed having the lorry on site, sitting in the cab and climbing onto the gantry. It's amazing to be able to support our local community and **#RuleGrittania** has already been out on the roads doing some sterling work."

Joseph Figg, Executive Head Teacher at Purleigh Primary School and CEO of the trust, added: "De-Ice have helped us with clearing snow in the past and have also supported us with salt and grit provision. It was great to work with them on this competition, which the children thoroughly enjoyed."

