Ballboys, a UK based charity, has gone Bonkers …… teaming up with Suffolk based Bonkers Snacks, to get lads in bars talking about Testicular Cancer.

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Ballboys and Bonkers Snacks (‘Easy Peasy’ Cooking)

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UK Wide

Subject Relevance

Charity, Sport, Health, Cancer, Young Men, Licensed Trade, Bar Snacks, Social Enterprise, Ex-Offenders, Work in Prisons, Theo Paphitis (ex-Dragons Den)

Media:

Related Sectors:

Business & Finance :: Charities & non-profits :: Food & Drink :: Health :: Leisure & Hobbies :: Lifestyle & Relationships :: Men's Interest :: Retail & Fashion ::

Related Keywords:

Charity :: Sport :: Health :: Cancer :: Young Men :: Licensed Trade :: Bar Snacks :: Social Enterprise :: Ex-Offenders :: Work In Prisons :: Theo Paphitis :: Dragons Den ::

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Ballboys, a UK based charity, has gone Bonkers …… teaming up with Suffolk based Bonkers Snacks, to get lads in bars talking about Testicular Cancer.

Ballboys is a charity that raises awareness and educates the population (not just the guys) on the facts, figures and issues of testicular cancer. “Almost 50% of cases are men under 35”, says Rosie Colfer, Director, “but it is one of the most treatable and curable cancers if detected early. That’s why we want all young men to know about testicular cancer.

Our aim is to break down barriers that exist amongst young men talking about the health issues that are relevant to them and create a generation of boys and men who are knowledgeable about their health” Rosie describes the charity’s mission “as raising awareness and educating people everywhere on the issues of testicular cancer by associating with ball sports as a primary medium of branding, and to provide access to resources, information and support to those concerned or directly affected by testicular cancer”.

Rosie goes on to say “our partnership with Bonkers Snack, gets right to our target market … lads in bars. They are possibly too embarrassed to see their doctor if they think they have a problem, but given access to the facts, and self-checking methods, we hope this will prompt them to seek medical advice.

Bonkers Snacks is a new product line from Theo Paphitis (ex-Dragons Den) award winner, Suffolk based ‘Easy Peasy’ Cooking. “We have been working with Ballboys since early 2018 to develop a market disrupting bar snack range” says Ian Bacon, Managing Director. “The message we will be delivering is ultra serious, but we wanted a product that completely stood apart from the traditional bar snack packets. We went for quirky messaging … hence the name BONKERS, unusual (and hot) flavour combinations, and a unique ‘shake and snack’ concept, that allows our customers to increase the spice heat of their snacks. Going back to the drawing board, we created vending tubes, that have a high visibility impact, but take up less of a footprint than a bottle of wine on a bar surface. Feedback from customers and bar owners has been extremely encouraging, having sold over 5000 tubs during market testing, and we are now in full production to meet the demand”

‘Easy Peasy’ Cooking the creators of Bonkers Snacks, is an accredited Social Enterprise, committing 50% of profits to create employment opportunities for ex-offenders. “We have created a workshop facility

in HMP New Hall women's prison in Wakefield" says Ian Bacon, "where we provide training and work opportunities for 15-20 prisoners during their sentence, and then for the prisoners on their final release. We have 2 women who have been released from HMP New Hall that now work full-time for us"

For additional information please visit or call

Ballboys Charity www.ballboys.org.uk

Bonkers Snacks www.bonkerssnacks.co.uk

'Easy Peasy' Cooking www.easypeasycooking.co.uk

Social Enterprise Project www.thymeforwork.com

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