Butterscotch Bakery Give Boost To Charity's Big Chocolate Tea Fundraising Campaign

Thursday 20 April, 2017

London's popular American bakers, Butterscotch Bakery, have pledged to support The Sick Children's Trust's Big Chocolate Tea campaign to raise money for families with seriously ill children in hospital.

Butterscotch Bakery, founded by the iconic 'duffin' inventor Bea Vo, are getting behind the charity's biggest, annual and most chocola-tea fundraiser to help The Sick Children's Trust give thousands of families a 'Home from Home' when their seriously ill child is undergoing treatment in hospital.

The company, which prides itself on soulful American sweet treats, will be donating 15% of every cupcake selection box sold through its website butterscotchbakery.co.uk during the charity's Big Chocolate Tea week from Friday 21 April – Monday 1 May. The Butterscotch Bakery website sells a range of nostalgic sweet treats to indulge every taste.

Last year, Big Chocolate Tea raised £60,000 which gave 2,000 families free 'Home from Home' accommodation, keeping them together by their sick child's bedside. The Sick Children's Trust hopes this year's campaign will be an even greater success. **The Sick Children's Trust Chief Executive, Jane Featherstone, says:**

"As a bakery known for their delicious creations, we're delighted that Butterscotch Bakery are supporting Big Chocolate Tea. The campaign is all about getting together with family, friends or colleagues over a sweet treat so we're thrilled Butterscotch Bakery are joining in the fun. They have already donated cakes for our Borough Market cake stall to launch the campaign earlier this month, and they are also generously donating a £25 online gift voucher for one lucky Big Chocolate Tea supporter.

"We'd like to say a huge thank you to Butterscotch Bakery for pledging their support which will make a huge difference to thousands of families, keeping them together with their sick child while they undergo lifesaving treatment in hospital."

The Sick Children's Trust runs free 'Home from Home' accommodation across the UK, supporting families with seriously ill children in hospital. While accommodation is provided free to families, it costs the charity £30 to support a family for one night. **Butterscotch Bakery founder, Bea Vo, says:**

"Butterscotch Bakery is all about bringing families together and building fond memories with cake. We are proud to support The Sick Children's Trust, a charity that works with families in tough times to make life better and build memories."

By getting involved with Big Chocolate Tea and raising at least £30, The Sick Children's Trust can support a family for a night in one of its ten 'Homes from Home' across the UK.

Supporters can choose to take part in Big Chocolate Tea at any point during the year and will receive a free fundraising pack full of goodies to hold the perfect event. For more information and to request your pack, please visit: http://www.sickchildrenstrust.org/bigchoctea

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