debbie&andrew's sizzles up charitable appetites With Welly Good Fund Raising Walks for Coeliac UK Awareness Week

Friday 22 April, 2016

debbie&andrew's is celebrating because its classic Harrogate 97% Pork gluten, wheat and dairy free sausage is now available in Sainsbury's. To coincide with this good news, debbie&andrew's is supporting a series of charity walks organised by Coeliac UK to mark Coeliac UK Awareness Week. The aim is to increase awareness of this coeliac disease and raise funds for campaigns, support and research into the causes and possible cures for the condition. The walks are being supported by debbie&andrew's with £2000 being provided to match funds raised by the walkers.

Ian Bagnall, debbie&andrew's Managing Director commented. "We are completely committed to making life easier and healthier for people who suffer from coeliac disease. So we're also encouraging everyone to pull on their wellies and put their best boot forward for this great cause. In fact, our Harrogate 97% Pork sausage was one of the first gluten, wheat and dairy free sausages to be launched over 16 years ago. We are delighted that Sainsbury's have made this favourite 'free from' sausage even more widely available, making mealtimes a little easier for the many people on restricted diets due to gluten sensitivity".

The official Coeliac UK Awareness Week Walks are taking place in Dovedale, Brecon, Bourton-on-the-Water, Abingworth and Lulworth. The first 20 teams or individuals to raise £100 will generate a matching £100 from debbie&andrew's micro sponsorship scheme for their efforts. This micro sponsorship scheme has just been short listed for a prestigious Samworth Rural Action Award organised by Business in the Community as part of the Prince's Responsible Business Network. Ian Bagnall commented "We want to share this news with all the shoppers who buy our sausages, enabling us to support fund raising for causes such as the Coeliac UK Awareness Week Walks. Every time a pack of our sausages is purchased, it helps us make a difference to community causes that bring a real taste of the country to life - so we want to thank our shoppers for their support".

2015 Awareness Week Walk Case Study

In 2015, a team from Gloucester based 'The Gluten Free Centre' took part in the 12-mile walk near Bourton-on-the-Water. The aim was to raise £1,000 and the walk organisers were able to take advantage of a debbie&andrew's micro sponsorship to help them meet their goal. Diana Murphy, founder of The Gluten Free Centre said. "Having coeliac disease myself, we are passionate about raising awareness and support Coeliac UK every way we can. We enjoyed a great day in the beautiful Cotswolds and the 12-mile distance was a good challenge for our team. We would encourage anyone to take part in the 2016 walks, not only for the lovely day out but also to support such a good cause."

Coeliac UK's Awareness Week Activity: www.isitcoeliacdisease.org.uk

Coeliac UK is the national charity for people with coeliac disease. Its Awareness Week campaign aims to raise awareness of the disease and its symptoms. The aim is to help find the half a million people in the UK living with undiagnosed coeliac disease without realising it.

Issues relating to coeliac disease and gluten-free diets are getting more attention, but awareness is still poor regarding the symptoms and how they affect people differently before diagnosis. Problems most frequently arise when people link their symptoms to other conditions and try and manage the situation themselves without seeking help from their doctor. Understanding the disease and having a clear diagnosis empowers people and enables them to address symptoms more accurately and successfully. The aim of Coeliac UK's Awareness Week is to highlight the benefits and advantages of achieving a clear diagnosis, both with sufferers and health care professionals. Go to www.isitcoeliacdisease.org.uk to take an online assessment which will highlight if you should then go to your GP to be screened.

debbie&andrew's May micro sponsorships support Coeliac UK's Fundraising activity.

debbie&andrew's micro sponsorships are available throughout the year providing support for grass root fund raisers for whom a small cash award can make a big difference. For the whole of May this scheme will be dedicated to Coeliac UK fund raising. Anyone interested in joining in the Coeliac UK Awareness Walks can register here and details on debbie&andrew's gluten, wheat and dairy products, charity projects and competitions can be found at www.debbieandandrews.co.uk, Facebook

Media:









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Food & Drink ::

Related Keywords:

Debbie&Andrew's :: Sausages :: Sainsbury's :: Gluten Free :: Coeliac Awareness :: Charity :: Charity Walks :: Fundraising :: Free From :: Coeliac UK :: Coeliac ::

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ENDS March 2016

Note to editors: Hi res pictures can be supplied see d&a media team details below

Coeliac Awareness Week

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debbie&andrew's sausages are instantly recognisable by the farmers' welly boots that feature on every pack and the promise to provide 'A Real Taste of the Country'. This translates into hearty, meaty and succulent sausages made the old fashioned way, using the best cuts of British pork from Red Tractor approved farms. debbie&andrew's sausages are available from Asda, Morrisons, Ocado, Sainsbury's and Tesco priced between £2.00 and £3.00 dependent on retailer and promotions.

The Responsible Business Awards

Business in the Community's Responsible Business Awards brings to life how businesses are creating innovative and sustainable solutions to our most pressing challenges, inspiring thousands of others to make a lasting difference and adding value back to their own business.

Company Contact: