Tomorrow Is National Toast Day In Aid Of The Charity Kids Company

Monday 23 February, 2015

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Crumbs! It's National Toast Day in aid of Kids Company

National Toast Day www.nationaltoastday.co.uk, launched last year, plans to take the nation by toasty storm on Tuesday 24 February 2015 and at the same time raise money for the charity Kids Company www.kidsco.org.uk that provides hot meals and emotional support for thousands of vulnerable and hungry children each week.

"Toast is like sending a beautiful postcard with love written all over it to yourself and everyone else who shares it with you," says Camila Batmanghelidjh, Founder and CEO of Kids Company. "It comes in all shapes and sizes, transformed under multiple flavoured and coloured hues. Spread a little joy and make life delicious for you and for kids who'll treasure the good you generate."

All you need to do is eat toast and donate £2 per slice eaten on the day via Just Giving: https://www.justgiving.com/National-Toast-Day Why not have a toast party with your family, friends and colleagues?

And if you make a donation, you will be entered for the prize draw and have the chance to win a fabulous KitchenAid toaster, Tiptree marmalade hamper, a Lakeland bread maker and much more.

Toast has been scientifically proven to be the UK's number one feel good food and Britain's most loved food smell. Professor Tim Jacob, School of Biosciences at Cardiff University, has found the smell of toast triggers memories of happiness.

National Toast Day is brought to you by the Tiptree World Bread Awardswww.worldbreadawards.com and supported this year by our first-ever Toast Ambassador, Aidan Monks, award-winning baker from Cumbria whose sourdough toast is renowned across the North West.

"I am delighted to be the inaugural Toast Ambassador," declares Aidan, "Baking bread is the centre of my life and toast is a natural extension of that. It's transformative. And a fantastic way to support Kids Company, a brilliant charity working with children who really need our support."

For further information please contact: Sue Richmond, Kenyon Communications, Mobile: 07708 690707, Email: sue@kenyon-communications.com

Twitter: @WorldBreadAward

Editor's Notes:

Kids Company

Kids Company was founded by Camila Batmanghelidjh in 1996. Kids Company provides practical, emotional and educational support to vulnerable inner-city children and young people. Its services reach 36,000 children across London, Bristol and Liverpool including the most deprived and at risk whose parents are unable to care for them due to their own practical or emotional challenges. The charity provides a safe, caring, family environment where support is tailored to the needs of each individual. Their services and support empower children who have experienced enormous challenges to lead positive and fulfilling lives.

Plate Pledge

To address children's hunger Kids Company has launched the PLATE PLEDGE appeal. This campaign is raising awareness of the fact that too many children are going hungry and is helping us to provide hot nutritious meals for over 3000 vulnerable children each week.

The majority of children who go to Kids Company's street level centres depend on the charity for practical and emotional support. It's only through the kindness and generosity of companies and individuals who donate as little as £2 for a meal that makes it possible for them to feed so many children.

Registered Charity Number: 1068298

www.kidsco.org.uk

www.kidscoplatepledge.org

Tiptree is headline sponsor of the World Bread Awardswww.worldbreadawards.com , the originators of National Toast Day. The first Tiptree preserves were made in 1885 and Tiptree jams and preserves are now sold across the world, many of them made with fruit still grown on their farms in Essex www.tiptree.com

Professor Tim Jacob's research at Cardiff University was commissioned by Nabim, the National Association of British & Irish Millers.

Company Contact:

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