



Media Release

New look for Craft Bakers' Week 2015

A brand new look and feel has been revealed for Craft BakersqWeek 2015, which will run from the 28th September to the 3rd October. An exciting, integrated PR campaign will once again encourage consumers to *Love Your Bakerq* with a range of activities and events. Along with a refreshed website, there will also be point of sale material, including posters and bunting which will be provided to participating bakers.

Now in its seventh year, Craft BakersqWeek offers bakers an opportunity to raise awareness of both their own business and the craft bakery sector overall. Nearly 400 craft bakery businesses took part in 2014, and between them they raised £20,000 for the campaign's charity partner, Make-A-Wish[®] UK.

Hannah Marriage, chair of Craft BakersqWeek 2015, explains why bakers should get involved: %Craft Bakersq Week celebrates the skill of bakers and highlights to consumers why they should support their local craft bakery. By taking part craft bakers can both raise the profile of their business at a local level and help promote the industry nationally. We are also delighted to be once again working with Make-A-Wish and are aiming to raise even more money for this excellent charity. Craft BakersqWeek has lots to offer bakers and we would urge everyone to get involved and drive awareness of the quality and variety of products on offer in local bakeries.+

Plans for Craft BakersqWeek 2015 include a competition and during the week itself, the campaign will tour around the country visiting bakeries. Details of these activities will be announced in the Spring. Registrations for Craft BakersqWeek 2015 will open next month.



Craft Bakers' Week is funded and supported by the Craft Bakers' Association and Scottish Bakers and stakeholders from across the bakery sector including British Baker, California Raisins, CSM, Bakels, Bako, BFP, Dawn, Ireks, Marriageø, Macphie, Puratos, Reynards and Zeelandia.

Visit www.craftbakersweek.co.uk for more information.

- Ends -

For further information about Craft Bakers' Week (28th September – 3rd October 2015)

- Please visit www.craftbakersweek.co.uk
- Follow @craftbakersweek on Twitter
- Like us at www.facebook.com/craftbakersweek

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Editor's notes:

About Craft Bakers' Week:

Craft Bakers' Week is now in its 7th year and aims to raise awareness of craft bakers:

- Craft Bakers' Week is organised by the Craft Bakers' Association and Scottish Bakers
- It is supported by British Baker, California Raisins, CSM, Bakels, Bako, BFP, Dawn, Ireks, Marriageø, Macphie, Puratos, Reynards and Zeelandia

About Make-A-Wish:

Please note that Make-A-Wish does not use phrases such as ~~terminally ill~~ in order to respect the sensitive nature of life-threatening conditions and what they mean to children and young people and their families. We would ask that this approach is followed and that the term ~~life-threatening conditions~~ is used in material for publication.

Make-A-Wish grants magical wishes to children and young people fighting life-threatening conditions. The charity was founded in the UK in 1986. Registered charity number: 295672/SC037479 www.make-a-wish.org.uk.