



PRESS RELEASE

PUT THE KETTLE ON....FOR A GOOD CAUSE!



Two of Britain's leading food brands; Typhoo Tea and Warburtons, are teaming up to create a nationwide Tea & Toast Morning which is set to excite the British public, who are well renowned for their avid tea drinking, whilst simultaneously working with the English Federation of Disability Sport to make sport accessible for the disabled people in the UK.

Typhoo and Warburtons are encouraging the British public to host their very own 'Tea & Toast Morning' with friends, family and neighbours, catering purely for their guests with the classic food combination! In return for toast and a cuppa, guests are asked to bring a donation, however big or small, which will go to the English Federation of Disability Sport (EFDS)...now does that sound like hard work to you?

To incentivise involvement, Typhoo and Warburtons are exclusively offering one consumer and five friends the chance to win a money can't buy trip to the set of Coronation Street. All they have to do to be in with a chance of winning is to raise the most amount of money from their Tea & Toast party than any other host. Although if they don't quite make it to the top spot, 50 runner up prize packs are also up for grabs comprising limited edition Typhoo tea caddies and Corrie themed Warburtons toast stamps!

Those who find event planning a struggle can also relax as Typhoo and Warburtons have thought of everything, and made it simple to create a successful Tea & Toast party with complimentary planning packs which consist of invitations, fundraising forms, money-off coupons and toasty recipe ideas, so there really is very little for you to do other than put the kettle on! Whilst on our website, participants can also upload photos and blogs of their unique party, not to mention making their mark on the map!

The new found collaboration between the two British brands follows their partnership, alongside a number of other brands, with much loved iconic TV series Coronation Street to mark its Golden Anniversary at the end of this year.

Where will the money go?

Exercise may not be everyone's cup of tea, but for some it is a pleasure they rarely get to enjoy. EFDS' mission is to increase participation in sport and ensure disabled people can access the sport and physical activity of their choice, at a level and venue of their choice. Typhoo Tea and Warburtons have joined forces to raise valuable funds for the worthy charity so they can carry on their important work across the UK.

For those who would rather sit back with their feet up and enjoy a cuppa without the fuss, they can help too as money from every special pack of Typhoo sold will be donated to the cause (RSP £2.09 for 80, £3.79 for 160 and £4.85 for 240).