

17 November 2007

## **BAKING UP SUPPORT FOR CHARITY**

Brace's Bakery went spotty on Friday 14 November to raise dough for the BBC Children in Need Appeal.

Members of staff at the Pen-y-fan Industrial Estate site in Crumlin paid £1 each to dress up for the day in spotty clothing and staff who wanted to opt out of the challenge faced a £2 penalty. Home-made cakes were also sold - raising over £85 in total.

This year's BBC Children in Need Appeal broke all previous records with a total of £20,991,216 raised by the end of the broadcast evening. For every penny donated to the charity, a penny will go directly to a project helping disadvantaged children in the UK.

Scott Richardson, sales and marketing director for the family baker, said: "As Wales' favourite baker, it's good to give something back and support worth-while causes.

"I'm proud of my staff organising the day and raising valuable funds. I know that £80 would enable 20 socially excluded children to go ice skating or £7 would provide

two hours for a family officer to ensure families with severely disabled children spend quality time together through days out and holidays, so every penny really does make a difference.

“Children in Need is also running a scheme to recycle mobile phones, mp3/4 players and PDA’s. We have already donated over 15 mobile phones and this will continue up until Christmas.”

Brace’s is keen to support the communities it serves through donations, sponsorships and attending events with a dedicated ‘fun team’. As Brace’s is celebrating its 106th birthday this year it has also set up a ‘Bread for the Community Birthday Fund’. For more information visit [www.bracesbakery.co.uk](http://www.bracesbakery.co.uk)

Pictured: Natasha Luckwell with Lois Tarling

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