

FOR IMMEDIATE RELEASE

15 March 2010

BAKERS BUNDRAISING FOR SICK KIDS THIS EASTER

Hot Cross Buns will be all that much sweeter as bakers across Australia bake over 870,000 buns to raise money for sick children at hospitals across the country on Saturday March 20.

On 'Bundraiser Day', all 625 Bakers Delight bakeries nationwide will be donating \$1 from every six-pack of Hot Cross Buns sold, to raise over \$145,000 for the purchase of essential medical equipment to help make a difference for sick children this Easter.

Bakers Delight's support in New South Wales will help fund refurbish and upgrade the parent and carer facilities of the Adolescent Ward at the Sydney Children's Hospital. This will help provide comfort and respite for the parents of sick children like 10-year-old Olivia Wood.

Olivia was diagnosed with cystic fibrosis at just five weeks old and now contends with ongoing medication and intensive physiotherapy to keep herself healthy and minimise her time at hospital. Her condition is especially tough on her parents who are required to stay for extended periods at the Hospital.

Wendy Dickinson, Nurse Unit Manager of the Adolescent Ward at Sydney Children's Hospital, said: "The Adolescent Ward cares for older children, like Olivia, and teenagers with a range of conditions – from recovering trauma patients to eating disorders to children with life-long conditions such as cystic fibrosis or diabetes.

"The support parents and carers provide to their children while in hospital is crucial. Providing parents with a comfortable sofa bed and retreat to rest ensures that they can stay with and comfort their children during what can be a very stressful time. I hope everyone gets behind the Bundraiser Day at Bakers Delight to help give families across Australia the support they deserve."

Chris Caldwell, General Manager at Bakers Delight said: "We've been baking our Hot Cross Buns fresh each day over Easter for the past 30 years, with over 152 million buns baked across the network. This is our busiest time of the year so it's a great time to be giving back where we can, to children like Olivia who need our support.

"Our aim is to raise more than what we did last year and bake fresh on Bundraiser Day our biggest batch of Hot Cross Buns ever; so we are encouraging all our local customers to dig deep and purchase a six pack on the day or donate in collection tins provided on the counter."

Nationally, hospitals set to benefit from Bakers Delight's fundraising efforts include:

- Sydney Children's Hospital Foundation (NSW)
- Royal Children's Hospital Good Friday Appeal (VIC)
- Royal Children's Hospital Foundation (QLD)
- Princess Margaret Hospital Foundation (WA)
- Women and Children's Hospital Foundation (SA)
- Royal Hobart Hospital (TAS)
- Royal Darwin Hospital (NT)

Over the years Bakers Delight has developed a variety of flavours to satisfy hot cross cravings of all kinds. This Easter, Bakers Delight Hot Cross Bun range of traditional, fruitless, choc chip and mocha varieties, will be even tastier and softer with a new secret recipe.

- ENDS -

IMAGES AVAILABLE



Caption: Ten-year-old Olivia Wood with Wendy Dickinson, Nurse Unit Manager, at the Sydney Children's Hospital and Bakers Delight Breadhead.

For further information or images:

Carla Carafa or Rebecca Stalker

Keep Left Public Relations

Tel: 03 9510 3910

Mob: 0413 106 506 (Carla) / 0433 099 547 (Rebecca)

Email: carla@keepleftpr.com.au / rebecca@keepleftpr.com.au

About Bakers Delight:

Bakers Delight, Australia's most successful bakery franchise, was established in 1980 as a single bakery on Glenferrie Road in Hawthorn, Melbourne. An Australian owned company, Bakers Delight boasts over 700 bakeries employing more than 15,000 people, serving 2.5 million regular customers per week throughout Australia, New Zealand, and Canada.

Bakers Delight has been a major corporate partner of Breast Cancer Network Australia for nine years, raising almost \$3.7 million within this time. Through its bakery network, the company donates approximately \$143 million in bread to charities each year. In 2009, Bakers Delight was recognised for its commitment to community, health and environmental practices taking out the Franchise Council of Australia 'Franchisor Social Responsibility Award.'