

MEDIA RELEASE: Reading Town Meal Crowdfunding campaign.



Reading Town Meal 2016 is cooking!

Reading Town Meal organisers have announced that the 2016 Town Meal will go ahead on Saturday 1 October.

Thanks to generous donations from people across Reading, the community fundraising campaign for the Town Meal reached its target of £3,000 by the deadline last Friday, including an anonymous contribution of £1,000.

Town Meal Steering Group chair, Sharon Fitton, said “It’s brilliant to know that as well as all the crop donations and volunteer time, people are also willing to put their hands in their pockets in these difficult times to make sure this fabulous event happens. I’m sure that with these generous individual donations we can now bring in the rest of the money needed through grants, and make this the biggest and best Reading Town Meal yet”.

Reading Town Meal is a unique celebration of ‘growing-your-own’ and promotion of local food run entirely by volunteers and community groups. Over 1,000 people are served up a mouth-watering meal made from fresh fruit & veg donated by home-growers, cooked and served up by Reading College catering students in Forbury Gardens.

Organisers are now on the lookout for growers who want to ‘pledge their veg’ to go into the Town Meal cooking pot, and for people to sign up to volunteer at the event. To become a ‘Town Meal Maker’ growers and volunteers can sign up at www.readingtowntownmeal.org.uk/volunteer or call Sharon Fitton on 0118 958 6692.

Workshops, fun activities for all the family, a local musicians’ showcase, community groups’ and local producers’ stalls will complete the day as Reading tucks in to home-grown and local produce in the Forbury Gardens on Saturday 1 October. Updates about the event will be available at www.readingtowntownmeal.org.uk.

ENDS

Notes for Editors:

1. Media enquiries to Sharon Fitton tel: 0118 958 6692 or Julie Roberts tel: 07934 716689
2. Reading Town Meal’s 2016 Crowdfunding Appeal ran from 1 April to 13 May, raising just under £2,000 online and £1,000 in other donations.

3. Picture attached shows previous Reading Town Meal events. Alternative photos available at www.readingtowntownmeal.org.uk. Appeal video at <https://www.youtube.com/watch?v=KZR6BA0g5BM>
4. There have been three previous Reading Town Meals held in 2011, 2013 and 2015. Over 1,000 people enjoyed a free hot lunch cooked from tasty local ingredients grown locally, and Forbury Gardens was filled with stalls and activities all celebrating local, sustainable food.
5. The Town Meal Steering Group comprises: Food4Families (a BIG lottery funded project managed by Reading International Solidarity Centre (RISC)), Reading College, Reading Food Growing Network, True Food Community Cooperative, Transition Town Reading, Reading Voluntary Action, Reading Borough Council Culture & Sport Services and individual volunteer members.