

## **MEDIA RELEASE: Reading Town Meal Crowdfunding campaign.**

**Embargoed until 10am Monday 4 April 2016 when the Town Meal Crowdfunder donation page will go live**



### **Help fill the pot for the 2016 Reading Town Meal!**

Reading Town Meal organisers have launched a community fundraising appeal to help make this much loved event happen in 2016.

The Town Meal is unique to Reading and 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.

Steering group chair, Sharon Fitton, said "Last year's Town Meal was a great success and lots of people have said they want this to become an annual event. We've already got growers and volunteers coming forward to help make a meal in 2016, what we need now is to raise money to pay for equipment such as the marquees, stoves and plates.

So, as a truly people-powered event, we are adding to the successful Town Meal 'recipe' by giving Reading the opportunity to come together to make it happen again this year through chipping in to the pot for our Crowdfunding appeal."

As well as enjoying the day, people who make a donation, big or small, by visiting [www.crowdfunder.co.uk/reading-town-meal](http://www.crowdfunder.co.uk/reading-town-meal) can choose from tasty meal-maker rewards such as:

- A takeaway goody bag at the Reading Town Meal
- VIP tour of Reading's secret forest garden on the roof at RISC
- Pocket salad garden starter kit for your windowsill or garden
- Be 'Famous in Forbury' with your name on the thank you board

Workshops, fun activities for all the family, a local musicians' showcase, community groups' and local producers' stalls will complete the day in a fantastic celebration of all Reading's home-grown and local produce. Organisers have set a target to raise £3,000 through this community appeal and have booked Forbury Gardens for a 2016 Reading Town Meal on Saturday 1 October.

**\*ENDS\***

### **Notes for Editors:**

1. Reading Town Meal's Crowdfunding Appeal launches at 10am on Monday 4 April. Donations can be made from that time at [www.crowdfunder.co.uk/reading-town-meal](http://www.crowdfunder.co.uk/reading-town-meal)
2. Media enquiries to Paul Harper tel: 0118 947 5961 or Julie Roberts tel: 07934 716689

3. Selection of pictures attached (i) Sharon Fitton, Town Meal Steering Group chair starts filling the 2016 Town Meal pot (ii) & (iii) Diners, Reading College Catering students and other participants Reading Town Meals (2011 & 2015). Alternative photos available at [www.readingtowntownmeal.org.uk](http://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.