



Puckles Family Bakehouse Pty Ltd
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MEDIA RELEASE

Cupcakes offer a flood of support

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Puckles Family Bakehouse is offering a sweet way to raise funds for Ipswich community members impacted by the floods through its Cupcakes4Charity program this February.

Puckles will donate 25 cents from every cupcake sold across its four stores this month – at Booval, Brassall, Redbank and Springfield – to the Ipswich Mayor's Flood Appeal.

Rebecca Wilson, Puckles' Retail Operations Manager, said it was the most practical way the business could play its part to help the community.

"This is an Aussie business and our Ipswich team are all locals. When you see your own community go through tough times you want to help in the best way you can...and what we do best is bake," she said.

"Our cupcakes are among our most popular products so we're thrilled to donate 25 cents from every cupcake we sell this month to support flood recovery in Ipswich. The funds raised will go straight to the Mayor's appeal.

"When we've been hit hard as a community, we can be creative about how we support each other.

"Cupcakes4Charity is designed as a fun way to raise money for great community initiatives. Customers can enjoy a sweet treat and support community members who need it at the same time."

Cupcakes4Charity runs every few months at Puckles. Each time, Puckles will donate 25 cents from cupcake sales to that month's chosen charity.

The program will continue to support Puckles' national charity partners, Greening Australia and White Ribbon, as well as local charities and community groups. More information on the program is available at puckles.com.au.

To nominate your organisation or a local charity you love, email the team at charity@puckles.com.au.

To enjoy a cupcake and support the fundraising effort, visit Puckles at Booval Fair, Brassall Shopping Centre, Redbank Plaza and Orion Springfield this February.

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Editors notes:

- High res product photos can be downloaded from <http://www.puckles.com.au/pages/media>
- High res store photos are available on request
- Watch the 2min Puckles story here <http://www.youtube.com/watch?v=C50CmtwhpFQ&feature=plcp>