



Puckles Family Bakehouse Pty Ltd
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MEDIA RELEASE

Customers connect with Puckles' charity program

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Puckles Family Bakehouse is seeing sweet success from its new Cupcakes4Charity community program.

Launched in 2013, the program provides an easy way for the business to support local community groups and charities by creating special cupcake months where 25 cents from every cupcake sold is donated to that month's charity.

Rebecca Wilson, Puckles' Retail Operations Manager, said the program was the most practical way the business could support its communities.

"Australians are known for their generosity, whether it's through volunteering or donating to charity causes," she said.

"As an Aussie business, we want to play our part the best way we can...and what we do best is bake," she said.

"Our cupcakes are one of our most popular products so this is an easy way for Puckles to connect customers with great community initiatives."

Puckles was very clear on the business strategy behind the charity program before its launch.

"There are so many ways you can go about designing a corporate social responsibility program," Rebecca said.

"At Puckles, we make a point of being a local bakery where customers can enjoy great food and have some fun in the process – so we wanted a charity program that matched those strengths.

"Cupcakes4Charity is a fun and creative way to raise money for great community initiatives and customer feedback on the concept has been fantastic."

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

More information on the program is available at puckles.com.au.

For a dynamic bakery and café franchise opportunity, visit puckles.com.au/franchises.

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