



Puckles Family Bakehouse Pty Ltd  
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## **MEDIA RELEASE**

### **Ipswich Cares tastes cupcake fundraising support**

23 August 2013

The annual Ipswich Cares campaign will receive a sweet boost in fundraising support from Puckles Family Bakehouse's Cupcakes4Charity program.

Puckles will donate 25 cents from every cupcake sold across its four stores in September – at Booval, Brassall, Redbank and Springfield – to Ipswich Cares.

Rebecca Wilson, Puckles' Retail Operations Manager, said it was an easy decision to get on board with the fundraising efforts.

"What's so great about Ipswich Cares is that it's all about the people of Ipswich working together to support those who need it most overseas," Rebecca said.

"We're proud to be part of that effort by donating 25 cents from every cupcake we sell right through September to this year's Ipswich Cares campaign," she said.

"This is one of those times you can have your cake and eat it too, and for Puckles it's the best way we can get behind the initiative."

Ipswich Cares, through Compassion Australia, has supported everything from clean drinking water in Bangladesh to kitchen facilities in North India, with a new project taken on each year.

Businesses and individuals are encouraged to get creative about how they can raise funds so that, together, Ipswich can make a difference.

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

For more information on Ipswich Cares, visit [www.ipswichcares.com.au](http://www.ipswichcares.com.au).

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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>