

PRESS RELEASE



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For Immediate Release

MADEAR'S OLD FASHION GOURMET TEACAKE MIX ON A MISSION TO HELP RESTORE THE TOWER OF HISTORIC CIVIL RIGHTS CHURCH



Lura's Kitchen, Inc. joins effort to save symbols of hope; the CCCF Bell Tower overlooking LA.

Los Angeles, CA, (June 8, 2023) – The Lura's Kitchen Inc. California Benefit Corporation has a simple mission: *It's All In the Mix, You eat cookies. We help. Together, we empower the communities we serve...with the "Sweetness of Doing Good" one cookie at a time!* Since its start in April 2021, they have been making contributions to communities in a number of cities. Now Lura's Kitchen is on a mission to help restore the Bell Tower at the historic [Congregational Church of Christian Fellowship](#), Los Angeles. A portion of every mix and cookie of Madear's Old Fashion Gourmet Premium dry Mix sold through the end of June 2023 will go towards the CCCF Tower project. Just in time for the Juneteenth Celebration, the Teacake Mixes can be ordered online at www.luraskitchen.com and the baked Teacakes can be purchased in person at the 2023 Leimert Park Village [Juneteenth Festival Monday](#), June 19th, in Los Angeles, CA.

About Lura's Kitchen, Inc. – www.luraskitchen.com

As a child Lura shared her Mother's love for cooking and serving the community. Witnessing the joys of using individual gifts and talents, Lura learned very early what a blessing a humble deed would bring; what a delight a favored dish could offer, to lighten and bring love and comfort to the worst of situations. So, it is no secret why her forty-year long baking ministry would transition into a multi-generational California Benefit Corporation. "We're not just making cookie dough. We're building a legacy!" states Founder Lura Danies-Ball. Lura's Kitchen is a multi-generation, minority, and woman-owned family business that provides a constant benefit to the communities that it serves, one cookie dough mix at a time. With each batch of cookie mix sold, a portion of the proceeds provide support toward education, food inequity, and homelessness. We believe that when you treat your family well, you're not just building something for yourself—you're building something for everyone. "The Sweetness of Doing Good", one cookie at a time donation program.

Lura's Kitchen mixes offers Delicious Cookies in Minutes and delivers a premium gourmet cookie mix that goes from bowl to your mouth in 30 minutes or less. We promise no mess and no fuss. It's All in the Mix! Our mixes include the ingredients you need – from scratch! Just add eggs and butter, stir, scoop and bake. That's it. We make more than a sweet treat from original and traditional recipes, we make you feel good eating your fresh-baked gourmet cookies, made from scratch, disguised as a mix easy to enjoy anytime the mood strikes for homemade love shaped like a cookie enough for yourself, or a large family, friends or community in varieties: Madear's Old Fashion Teacake; Langston's No-Nonsense Chocolate Chip; Tura Lura's Chocolate Chip Pecan

The History of the Teacake

Named for Lura's mother, Mary Lee Daniels, who was affectionately called "Madear," Lura's Kitchen 'Madear's Teacake Mix,' is a simple but rare blend of rich decadent vanilla and fragrant nutmeg. Just like each of Lura's mixes, three ingredients and ready to eat in thirty minutes or less. Just add eggs and butter.

Steeped in African American history and culture, teacakes in America date back over 200 years ago, prepared by slaves in the southeastern United States; Plantation cooks made Teacakes a specialty for guests of white plantation owners. Although plantation cooks created this "sweet cookie" served with tea, it was not "slave food" as slaves did not have access to white flour. However, cooks would hide cookies to slip to their families at their own risk as a matter of record. Over time, Teacakes have become inextricably linked to southern African American culture.

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During the great migration after emancipation, Black people left the South, eager to escape the worst of their experiences but the tradition of Teacakes traveled and became a staple. Almost everyone with a Southern heritage had a family member that made the “best” Teacakes.

So, as the tradition continued. Today, it is in jeopardy of being forgotten. Which is one reason Lura’s Kitchen is offering Teacakes. To restore this cookie that is more than just a “Sweet treat,” but the delight and loving, treasured delicacy of the African American community. A positive icon that survived the horrors of slavery, altering some of the damaging memories with resilient love. You cannot eat one of Madear’s Teacakes and not feel loved. That is how everyone’s “Madear” made them feel. Loved! Lura keeps that tradition going today and makes it available for everyone with her easy-to-make premium dry Madear’s Old Fashion Gourmet Teacake Mix. It is the only Teacake mix available at this time.

The CCCF Bell Tower campaign extends to the end of June. Log on to www.luraskitchen.com for special pricing and shipping information. Enjoy the “Sweetness of doing good.” More than just a “sweet treat,” Lura’s Kitchen Old Fashion Premium Gourmet Teacakes. It’s All In The Mix!

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Hashtags: #Luras_Kitchen | #Luras_Kitchen | #MadaysTeacake | #Teacake | #OldFashionTeacake | #LurasCookies | #ThreeIngredientTeacake | | #ThreeIngredientCookie | #CookieMix | | #ThreeIngredientCookieMix | #TeacakeMix
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lura@luraskitchen.com | <https://www.cccfcommunityventures.org/> | <https://www.leimertparkjuneteenth.com/>

About the Congregational Church of Christian Fellowship - <https://www.christianfellowshipla.org/>

Pastored by Rev. James K. McKnight, this historic church was at the epicenter of civil rights under the leadership of the iconic Reverend Dr. James Hester Hargett, community advocate, and civil rights activist. CCCF grew to establish and actively participated in the civil rights movement and close association with Dr. Martin Luther King Jr. and the Southern Christian Leadership Conference (SCLC). In addition, thru Rev. Hargett CCCF developed the Central City Community Mental Health Clinic for the poor; the Transport-A-Child program, which provided transportation for students in overcrowded schools; and the Project Open Future program focused on academic enrichment for minority students. The CCCF sanctuary is adorned with beautiful stained-glass windows of Historically Black Colleges. Before COVID, the alumni would visit each year. Most important in the effort to save the tower is to maintain the cross that came to be seen across Los Angeles and serves as a beacon of comfort and hope and a reminder you are never alone. Tower Information: <https://www.cccfcommunityventures.org/>

More About Lura’s Kitchen – www.luraskitchen.com

Lura’s Kitchen, Inc. is a multi-generational family California Benefit micro business company in South LA. Lura’s Kitchen is founded on the principle of “Doing business while doing good.” It is written into the articles of incorporation and as such pledges 2% of its profits to the communities where they do business. To date, Lura’s Kitchen has provided Scholarships to USC Film students; Music students at Castlemont High in Oakland, CA; and Honorable mention cash award to 2022 Oratorical Student; Food Cards to five Families in Detroit, Michigan; Book grants to five Wayne State students in Detroit MI; OASC Oratorical Cash Prize Los Angeles; Gift Baskets for Various Community Organizations and product donations in cities across the country.

As a micro start-up, Lura’s Kitchen received a small business loan through the Los Angeles Kiva Hub that helped fund the first run of their signature gourmet cookie baking mixes and kickstart their business; selection for the LISC Digital Literacy Mentorship Program that helps gain the tools to take their business to the next level; a loan, and a grant from Vermont Slauson CDFI to fund the packaging for the mixes and a myriad of business services, coaching, and support to grow and sustain the business; ACCION/FEDEX Grant; LISC ABC Grant and recently the BOSS/SAGE Network Grant. They have been supported by entrepreneur and New York Times best-selling author Cookie Johnson and entrepreneur, award show host and actress Sophia Vegara; members of the Los Angeles BBLA, SCLC-SC and the Specialty Food Association.

