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## Kettle Korn pledge helps Kiwi kids

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Almost one third of Kiwi children live in poverty and thousands go to school without lunch every day. New Zealand Kettle Korn is proud to be doing something to help with the launch of their official 'Eat My Lunch' supporter's bag and a pledge that for every special bag of Kettle Korn someone buys, they'll give another to a Kiwi kid in need. For New Zealand Kettle Korn – a small company with a big heart – it was a no-brainer to get involved with 'Eat My Lunch', which is based on the same simple principle. For every lunch someone buys, 'Eat My Lunch' gives another to a hungry, local child in a low decile school.

With the release of the supporter's bag initiative in all major supermarkets this month, NZ Kettle Korn has set an ambitious goal to donate 100,000 extra bags to the programme, which has given more than 180,000 lunches to children in 34 schools in just one year.

As an official partner, NZ Kettle Korn has also committed to donating \$20,000 a year, which provides 4,000 extra lunches. This recently allowed 'Eat My Lunch' to take another school, Royal Road Primary, off the waiting list and add them to the programme. Additionally NZ Kettle Korn provides thousands of bags of extra product every month so all children in the lunch programme regularly receive it at school.

New Zealand Kettle Korn's supporter's bag will be available at New World, Countdown and PAKn'SAVE supermarkets and selected speciality food stores nationwide from September 19.

NZ Kettle Korn director, Michael Howe says: "We wanted to do something that made a real, tangible difference to a child's lunch and life and I think we've achieved this with our supporters' bag and hopeful long-term partnership."

