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More milestones for Eat My Lunch





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By: Jane Matthews Published: Wed 07 Sep 2016 As of Monday, more than 250,000 lunches have been given to Kiwi kids who wouldn't have had any without the help of a self-funded social enterprise, Eat My Lunch

While only being established 14 months ago, Eat My Lunch has proudly given 250,000 lunches to children from lower decile schools throughout Auckland and Hamilton.

Eat My Lunch, which was founded by Lisa King, laan Buchanan and award winning chef Michael Meredith, is different to other organisations as it has a Buy One Give One model. This means for every lunch purchased through them, they deliver a free lunch to a child who would otherwise go hungry.

With lunches ranging from standard to gourmet and deliveries going to 35 low decile schools, the organisation currently has more than 2,000 volunteers. Additionally, Eat My Lunch is expanding to Wellington in October.

What's more, New Zealand Kettle Korn, an official partner of Eat My Lunch is about to launch their special supporter's bag initiative in all major supermarkets this month (from September 19). They're pledging that for every special bag of Kettle Korn brought, they'll give another to a Kiwi child in need. Their goal is to donate 100,000 extra bags to the Eat My Lunch programme. The popcorn company has also committed to donating \$20,000 a year, which provides 4,000 extra lunches.

Eat My Lunch has won multiple awards from innovation and sustainable business local heroes. Even as recently as last week, taking three judges' choice awards at the TVNZ Marketing Awards.

Lunches can be ordered as a subscription service or one-off catering at <u>eatmylunch</u> hs.