



**Media Release:** 21 July 2008

## **On Your Marks...Get Set...GO for \$2,500!**

### *Nominations Open for Bakers Delight Top Sports Club Grants*

Grassroots sporting clubs better be quick off the blocks this week as nominations for local sporting clubs to win a Bakers Delight Top Sports Club Grant kick off on Thursday 24 July 2008.

Championed by Australian sporting legend, Andrew Gaze, Bakers Delight's Top Sports Club Grants program offers clubs around Australia the opportunity to win one of 60 cash grants worth \$2,500 each. The program is part of a broader initiative which will see Bakers Delight invest \$250,000 in grassroots sports by the end of the year.

As families begin to feel the pressure of increasing financial strains, Chris Caldwell, General Manager of Marketing for Bakers Delight said the bakery franchise is keen to lend a helping hand when it comes to sports.

"It's clear that local sporting clubs need some assistance, and we are keen to make a difference in the local communities our bakeries serve. Bakers Delight has a strong focus on health, so supporting local sporting clubs with Top Sports Grants is a great fit," said Chris.

Placing a nomination for a sporting club is simple. By purchasing a Savoury Scroll from any of the 640 Bakers Delight bakeries across Australia, customers earn the right to nominate a sporting club to receive a \$2,500 cash grant. The more nominations a club receives, the greater the chance of winning as the 60 winning clubs will be drawn at random from a national pool of nominations.

Andrew Gaze has thrown his support behind Top Sports, adding: "Playing sport is not always about achieving the highest level, but just getting out there and being active. Too often community sports suffer from a lack of financial assistance so it's wonderful Bakers Delight is providing much-needed financial support and fostering our next generation of sporting greats."

Nominations can be made at Bakers Delight bakeries until 20<sup>th</sup> August 2008. Winners will be drawn on 8<sup>th</sup> September 2008. To find out more visit [bread4health.com.au](http://bread4health.com.au)

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1. Group photo - Andrew Gaze, under 7s basketball team and the Bakers Delight team.

2. Team Bakers Delight and a team of hungry junior basketball players (under 7s) prepare to battle it out on the basketball court at the launch of the Bakers Delight Top Sports program.



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#### **About Bakers Delight:**

Bakers Delight, the world's most successful franchise bakery, was established in 1980 as a single bakery on Glenferrie Road in the Melbourne suburb of Hawthorn. An Australian owned company, Bakers Delight boasts over 700 bakeries employing more than 15,000 people, serving 2.5 million regular customers per week throughout Australia, New Zealand, and Canada.

Bakers Delight has been a major corporate partner of the Breast Cancer Network Australia for eight years, raising almost \$2.6 million within this time. Through its bakery network, the company has donated over \$350 million in bread to charities since 2000.

#### **About Top Sports:**

Bakers Delight launched its Top Sports program in January 2008. The first phase of the program presented 20 schools across Australia win Top Sports Grants worth \$5,000 each. The second phase focuses on grassroots sporting clubs and will present Top Sports Grants worth \$2,500 each to clubs across Australia. Nominations for Top Sports Club Grants open on 24<sup>th</sup> July 2008 and close on 20<sup>th</sup> August 2008. Winners will be drawn at random 8<sup>th</sup> September 2008.

The Top Sports program represents a total investment in community sports by Bakers Delight of \$250,000.