**LOCAL RESIDENT (INSERT NAME) TAKES PART IN FIRST EVER FOODCYCLE 50**

***(INSERT NAME) is taking part in national food charity FoodCycle’s first ever challenge event this spring to raise vital funds for vulnerable people***

(INSERT PLACE, DATE) Spreading a little hap-pea-ness this spring, national food charity FoodCycle will launch its first ever challenge event on 1st April. Taking place across April, the FoodCycle 50 Challenge will see participants set a 30-day fitness target around the number 50 – from cycling 50 miles per week to a daily dose of 50 star jumps, from sit-ups as string beans to a weekly burst of burpees by a group of beetroots

(NAME) has decided to support the cause by (ADD DETAILS OF INDIVIDUAL FUNDRAISING CHALLENGE)

All money raised as part of the challenge, will enable FoodCycle to provide nutritious meals and friendly conversation to local communities. (insert Justgiving page details)

Bringing together FoodCycle’s far-reaching network of volunteers, supporters and corporate partners, FoodCycle 50 aims to get people off their sofas and turn those lockdown frowns into banana-shaped smiles.

Dig deep and lettuce celebrate the joy of moving while making a difference.

**FoodCycle CEO Mary McGrath MBE says:** *”We are thrilled to be launching our first ever challenge event this year, just in time for the promise of spring and the cautious relaxing of lockdown restrictions. We hope FoodCycle 50 not only raises vital funds to help us continue to tackle food poverty and loneliness in communities across the country, but brings a little light hearted relief and uplifting activity after a challenging year. A very special thank you to {Name] for taking on this challenge in support of FoodCycle.”*

**For more information on FoodCycle 50 or to sign up to the challenge visit** [**www.foodcycle.org.uk**](http://www.foodcycle.org.uk) **/ JUST GIVING PAGE**

Notes to editor

**About FoodCycle 50**

Spreading a little hap-pea-ness this spring, national food charity FoodCycle is launching their first ever challenge event. Taking place from 1st – 30th April 2021, FoodCycle 50 will see participants pushing themselves to complete a physical challenge in 30 days to raise vital funds while dressed as a fruit or vegetable. From a daily round of 50 star jumps in a strawberry suit or running 50 miles dressed as a runner bean, all proceeds from the fun-filled challenge will help FoodCycle provide nutritious meals and friendly conversation for guests across the country.

The funds raised from FoodCycle 50 Challenge will ensure FoodCycle can continue to support the most vulnerable in 2021 – whether through the re-launch of Community Meals or expanding the number of projects to reach more people. As always, FoodCycle are very grapeful for all contributions.

**About FoodCycle**

Under ‘normal’ circumstances, FoodCycle volunteers take surplus food and turn it into nutritious community meals, with the aim of reducing food waste, food poverty and tackling social isolation. The meals are open to all, and guests range from low-income families, people affected by homelessness and those who cannot afford to buy food.

Due to the coronavirus outbreak and government guidelines on social distancing, FoodCycle quickly adapted to delivering food parcels and has now moved to providing their Cook and Collect takeaway service. To help combat social isolation, they also launched their Check-in and Chat service, where volunteers call guests for a weekly natter.

They will return to their community meals as soon as it is safe to do so.

FoodCycle’s core aims are to:

* **strengthen** **communities** by bringing people together around a healthy meal and creating opportunities to talk, exchange and build lasting relationships
* **encourage** **friendships** by creating spaces for people from all backgrounds and walks of life to have fun together, to share experiences and to meet new people
* **improve nutrition** and reduce hunger by cooking healthy meals for those in need and sharing essential information on food and nutrition
* **change attitudes** to food to reduce food waste, by using surplus food and spreading our passion for food and the environment

**For media enquiries or to set up an interview please contact Lucy Self –** **lucy@foodcycle.org.uk** **| 07305905977**