



*For Immediate Release*

## MAKE YOUR MEAL COUNT

20/11/2017

At Sandwich Chefs® we believe that Christmas is a time for giving. We have teamed up with the Aussie Farmers Foundation to run a fundraiser day on the 25<sup>th</sup> of November in all Sandwich Chefs® stores to help shine Rudolph's red nose on food relief this Christmas.

***On November 25<sup>th</sup>, \$1 from every carvery purchase will go towards the Aussie Farmers Foundation and the Project Rudolph Campaign to help put a Christmas meal on the table of those who need it the most.***

There has been a 10% increase in the number of individuals seeking food relief from charities in the last 12 months, and 65,000 people seeking food relief each month who are unable to be assisted by charities. According to the Foodbank Hunger Report 2017, 3.6 million Australians have experienced food insecurity at least once a year, with almost a third of Australians experiencing food insecurity living in regional and remote areas.

The Project Rudolph Campaign aims to distribute over 1,000 Christmas meal boxes across Australia this holiday season. We want to make this Christmas great for as many families as we can.

Show your support by purchasing any item from our carvery this Saturday and help brighten the festive season for families doing it tough this year.

Both Sandwich Chefs® and the Aussie Farmers Foundation believe in supporting Aussie farmers and their communities.

***For media enquiries contact:***

*Megan Jade- Marketing and Operations Development Coordinator*

[megan@pnfm.com.au](mailto:megan@pnfm.com.au)

(03) 9856 4452