



## Big Lunch sees the royal wedding effect

The royal wedding has given an impressive boost to the number of Big Lunch events planned across the UK on Sunday 5th June. Organisers behind the third annual get-together for neighbours report a huge sign-up in London over the weekend, putting registrations 150% per cent ahead of the figure for the same time last year in the capital.

The Big Lunch rode the royal wave as the nation got into the spirit of street party celebrations attributing the increase in registrations at the weekend to the 'royal wedding effect'.

Lynda Bellingham, a campaign ambassador, says: "Street parties are a great way of getting people together and it's fantastic to see so many people across the UK getting together with their neighbours this weekend.

"Our research shows that 70 per cent of people taking part in a Big Lunch last year felt more positive about where they live and 95 per cent still feel closer to their neighbours a year on. The royal wedding helped to bring street party get-togethers to the forefront and now street party fever seems to have gripped the nation. People are realising how much fun these types of events can be and how positive and long lasting the effects of getting to know their neighbours are. As a result, we saw many people registering to host a Big Lunch over the royal wedding weekend with an overall increase of 62 per cent of registrations compared to this time last year."

If you've been gripped by street party fever but didn't get around to attending a party over the royal wedding weekend or if you can't wait to the next royal event to host another one, visit [www.thebiglunch.com](http://www.thebiglunch.com) to order a free street party starter pack containing everything you need to plan your own Big Lunch on Sunday 5th June.

The Big Lunch is led by the Eden Project, is funded by The Big Lottery Fund and supported by MasterCard and EDF Energy.

- ENDS -

### **Notes to editors**

#### **About The Big Lunch**

The Big Lunch on Sunday June 5, 2011 will be the third annual event. On each of the two previous years it attracted the best part of a million people. The idea grew out of the Eden Project, an educational charity based in Cornwall, and is funded by The Big Lottery Fund, and supported by MasterCard and EDF Energy.

#### **About the Eden Project**

Eden uses exhibits, educational programmes and events to remind people of what nature gives us and to help them learn how to look after it in return. Since opening March 2001, Eden has attracted nearly 13 million visitors and generated more than £1 billion for the regional economy.

#### **About the Big Lottery Fund**

Bringing communities together, reducing loneliness and isolation and helping to make a difference locally is at the heart of the Big Lottery Fund's mission.

BIG is therefore delighted to invest Lottery funding into The Big Lunch which continues to help inspire communities and neighbourhoods to come together in the simple act of sharing a meal. Through this neighbourhood social networks will be strengthened, and a greater sense of community cohesion will be created and people will be motivated to take more of an active role on their doorstep.

Anna Southall, Interim Chair of BIG explains: "The Big Lunch is firmly establishing itself as a simple way to bring people together who might otherwise not have had the chance to meet."

#### **About MasterCard Worldwide**

As a leading global payments company, MasterCard Worldwide prides itself on being at the heart of commerce, helping to make life easier and more efficient for everyone, everywhere. MasterCard serves as a franchisor, processor and advisor to the payments industry, and makes commerce happen by providing a critical economic link among

financial institutions, governments, businesses, merchants, and cardholders worldwide. In 2010, \$2.7 trillion in gross dollar volume was generated on its products by consumers around the world. Powered by the MasterCard Worldwide Network - the fastest payment processing network in the world - MasterCard processes over 23 billion transactions each year and has the capacity to handle 140 million transactions per hour, with an average network response time of 140 milliseconds and with 99.99 percent reliability. MasterCard advances global commerce through its family of brands, including MasterCard(r), Maestro(r), and Cirrus(r); its suite of core products such as credit, debit, and prepaid; and its innovative platforms and functionalities, such as MasterCard PayPass(tm) and MasterCard inControl(tm). MasterCard serves consumers, governments, and businesses in more than 210 countries and territories.

For more information, please visit us at [www.mastercard.com](http://www.mastercard.com)  
<<http://www.mastercard.com/>> . Follow us on Twitter: @mastercardnews.

**About EDF Energy:**

As Britain's largest producer of low carbon electricity, EDF Energy will be encouraging the nation to hold a Big Lunch and take a low carbon approach to cooking tasty and locally sourced food. EDF Energy's support of The Big Lunch is part of our Team Green Britain campaign, which aims to help Britons reduce their carbon footprint by 2012. Founded by EDF Energy and supported by the Eden Project, there are now over a million people who are part of Team Green Britain. To find out how you can start taking daily action towards a low carbon lifestyle today, visit [www.teamgreenbritain.org](http://www.teamgreenbritain.org).