

July 2009

THE BIGGEST LUNCH

The Big Lunch this Sunday July 19th

This Sunday will see millions of people break out the bunting in the UK's biggest collection of open-air parties since the Golden Jubilee. The celebratory mood across the nation has been growing in the countdown to the big day, with an incredible two million people now expected to take part in The Big Lunch on July 19th. From the Celtic Gateway to the Humber Bridge, and from Aberdeen to Bodmin, thousands of streets are lining up to take part in this glorious celebration of community spirit.

The Big Lunch an idea created and organised by the Eden Project, in partnership with MasterCard, and supported by EDF Energy and the Royal Mail Group, aims to bring together as many people as possible in the UK to have Sunday lunch with their neighbours and put a big smile on Britain's face.

Paul Twivy, The Big Lunch CEO commented, " It has been exhilarating to watch the momentum grow as millions turn out on the streets to have fun, to meet their neighbours and to prove that Britain is far from broken. Every day we hear how The Big Lunch is helping to bring people together in every kind of community imaginable. With almost 1 in 3 of us living on our own it's time we realised that our neighbourhood is the biggest, untapped source of practical help and happiness in our lives. We hope that this Sunday will see friendships forged that last long after the bunting is taken down."

Jamie Oliver, who in a recent study commissioned by MasterCard (38%) was named the ideal neighbour for those aged 18 – 34, urged people to get involved, "Just as people across Britain are facing tough times, The Big Lunch provides a perfect opportunity for British people to show their fighting spirit in times of adversity, simply by getting communities together, eating lunch, bonding with their neighbours: fingers crossed for sun and let's get people across Britain smiling again."

If you haven't already signed up, it's not too late to get stuck in, and get going:

- If you can't close the street, check out local businesses and schools, churches, temples and synagogues or the local park to see if you could hold your Big Lunch there
- Or does someone have a really big garden they would they be happy to share (provided you all promised to help with the clearing up afterwards)?
- Create a ripple effect: knock on the door of the people who live either side of you and invite just one person. Ask them to do the same, and so on and so on, and before you know it, you have covered the whole street
- It doesn't have to be complicated — if tables are tricky, make it a picnic; if everyone brings a little something to share it will be a feast
- Check out the map on thebiglunch.com to see where the nearest Big Lunch to you is taking place. Head along and make some new friends
- Still looking for inspiration? Check out *Easy Ways to Serve The Big Lunch*, our manual packed with loads of ideas neighbourhood. Only £2 from WH Smith, Waterstones, B&Q, Amazon and from our www.thebiglunch.com

The Big Lunch takes place on Sunday July 19, 2009.

Visit www.thebiglunch.com for more information.

Ends

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Notes to editors:

The Mastercard report goes on to reveal how celebrity magazines have replaced chats over the fence with both men and women claiming to know more about celebrities than their next door neighbours, something that is also true of across the younger generation with 18-34 year olds knowing more about celebrities like Jordan and David Beckham than their neighbours.

- **FRENCH WISH** – Dawn French is the UK's most popular choice of next-door neighbour for both women (38%) and men (30%).
- **YOUTH KNOW CELEBS BEST** – 18-34 year olds know more about either Jordan (38%) or David Beckham (34%) than their next door neighbour (23%).
- **JORDAN BEATS NEIGHBOURS** – Women feel they know more about newly free and single Jordan (40%) than their next door neighbour (38%).
- **BLOKES BESOTTED BY BECKS** – Men feel they know more about David Beckham (42%) than their next door neighbour (34%).

- **JAMIE COOKS UP PERFECT NEIGHBOUR IMAGE** – Jamie Oliver (38%) was the favourite choice of neighbour for those aged 18 – 34.
- **WHINE-HOUSE & DOH-ERR-TY LEAST FAVOURITE NEIGHBOURS** – Amy Winehouse (38%) and Pete Doherty (37%) were least favoured as potential new next-door neighbours.