



## The Big Lunch 2024 campaign

**Save the date for The Big Lunch on 1-2 June, set to be the greenest yet, and everyone's invited!**

Since 2009, The Big Lunch has been bringing millions of people together to share friendship, food and fun in their communities. This year we're dishing up ideas to help make it the greenest Big Lunch yet, and we've launched brand new resources to help get the party started.

The Big Lunch can be the starter that makes all the difference in our communities, getting together over a cuppa gives us an opportunity to share cultures, experiences, stories, ideas and skills – helping people grow local connections and feel a greater sense of belonging to where they live.

The Big Lunch is an idea from the Eden Project, made possible by the National Lottery, we've been bringing people together to create happier and healthier communities thanks to National Lottery Players, who raise £30m a week for good causes across the UK.

The Big Lunch also kicks off the Month of Community when good causes come together to celebrate community, encourage action and fundraise annually throughout June.

### How you can help

We're encouraging every community across the UK to come together this summer and **we need your help to spread the word.**

### Please support our activity by:

- Sharing our message across your social media channels
- Liking our posts or tagging friends, neighbours and colleagues
- Including copy in your newsletters, blogs or websites.
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Social assets and suggested copy are below and our free resources are designed to help individuals, communities, organisations, schools and businesses to get involved and come together – even if it's as simple as a chat over a cup of tea and a slice of cake.

### Social Guide:

Find out more and get your free pack at: [www.TheBigLunch.com](http://www.TheBigLunch.com)

Our platforms (please tag us @edencommunities on X (Twitter), Instagram and LinkedIn)

<https://twitter.com/EdenCommunities>

<https://www.facebook.com/edencommunities/>

<https://www.instagram.com/EdenCommunities/>

<https://www.linkedin.com/company/edencommunities>

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Please get in touch with Vicky, [vbrowne@edenproject.com](mailto:vbrowne@edenproject.com), if you'd like to collaborate or would like to see our full content plan.

**Full logo lock-up**



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**Suggested social posts:**

**Short copy**

🍌🍷 Join MILLIONS across the UK for @edencommunities The Big Lunch on 1-2 June. Let's share friendship, food and fun in our communities!

Get a FREE Big Lunch pack and host your own: <https://bit.ly/TheBigLunch-2024>

#TheBigLunch

**Short copy 2**

Our friends at @edencommunities have launched #TheBigLunch 2024 and we can't wait to get together to share friendship, food and fun on 1-2 June!

Get a FREE Big Lunch pack and find out more at <https://bit.ly/TheBigLunch-2024>

**Short copy 3**

#TheBigLunch is back! We'll be joining in with our friends at @edencommunities bringing people together to share friendship, food and fun on 1-2 June!

Get a FREE Big Lunch pack and find out more at <https://bit.ly/TheBigLunch-2024>

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## Long copy

JOIN IN with The Big Lunch 🍷🍷

We'll be bringing people together this 1-2 June and share friendship, food and fun – get involved in your community!

Find everything you need to get your party started with @edencommunities FREE Big Lunch pack: <https://bit.ly/TheBigLunch-2024>

#TheBigLunch

## Newsletter / website copy:

### Short copy – 65 words

#### Dish up some neighbourly cheer this year!

The Big Lunch is bringing millions of people together to share friendship, food and fun in their communities on 1<sup>st</sup> and 2<sup>nd</sup> June. People are the key ingredient and we all have something to share, from food and conversation to music and laughter!

Everyone's invited and you'll find everything you need to get your party started at: [TheBigLunch.com](http://TheBigLunch.com)

### Longer copy – 144 words

#### Dish up some neighbourly cheer this year!

The Big Lunch is bringing millions of people together to share friendship, food and fun in their communities on 1<sup>st</sup> and 2<sup>nd</sup> June. People are the key ingredient and we all have something to share, from food and conversation to music and laughter!

Everyone's invited and this year Eden Project Communities are dishing up ideas to help make it the greenest Big Lunch yet. They've got loads of easy ways to help make this happen, from simple sustainable swaps to ideas you can take forward in your community.

From doorstep cuppas and garden get-togethers to street parties and events bringing the whole neighbourhood together, you'll find everything you need to get your party started at [TheBigLunch.com](http://TheBigLunch.com)

So get your free Big Lunch pack, pick your date and get ready to dish up some neighbourly cheer this year!

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