

## BBC'S CHILDREN IN NEED TEAM UP WITH BAXTERS TO LAUNCH PUDSEY'S FIRST STRAWBERRY JAM



Today sees the launch of Pudsey's first ever Strawberry Jam, which has been made by Baxters and will be sold exclusively in Selfridges for two weeks before hitting the supermarket shelves in September, with 50p from every jar of the special recipe jam sold donated to the charity. Selfridges has also committed to donate all proceeds from the sale of the jars to the charity which grants money to projects concerned with helping disadvantaged children and young people in the UK.

Sir Terry Wogan, the celebrity figure head of BBC Children in Need, who celebrates his 30<sup>th</sup> appeal this November, was present to celebrate the occasion and meet customers in the Selfridges Food Hall throughout the morning to personally sign jars of Pudsey's Strawberry Jam for the first 50 enthusiastic customers.

Sir Terry comments; "It was fantastic to see the public really getting behind the initiative this morning and supporting the charity and I'm thrilled to announce that we've already sold over 300 jars of Pudsey's Strawberry Jam. I'm really looking forward to buying a jar or two myself as well – I've always been rather partial to a jam sandwich!"

Pudsey had a fantastic day out when he was invited to the Baxters factory in Fochabers, Scotland, to develop, make and taste his Strawberry Jam. He worked alongside Audrey Baxter in the famous Baxters kitchen to create the delicious, special recipe jam, which contains two different varieties of the finest strawberries blended together to create a mouth-watering, deep fruity flavour.

Audrey Baxter comments; "We are very excited to be working with BBC Children in Need and delighted that Pudsey chose Baxters to create his Strawberry Jam recipe. We fully support the work of this fabulous charity and hope that the jam will be enjoyed by families across the UK, whilst raising a substantial amount of money for the many extremely worthy causes."

In 2008, more than £36 million pounds was raised for BBC Children in Need, and it is hoped that this new partnership with Baxters will help raise lots of money for the 2009 Appeal. The charity's mission is to make a positive change to the lives of disadvantaged children and young people across the UK and to create a society where each and every child and young person is supported to realise their full potential.

David Ramsden, CEO of BBC Children in Need comments; "We are thrilled that Baxters agreed to help Pudsey with one of his 2009 initiatives and thank them for their support - we rely on the help of both businesses and individuals to help us raise funds and are grateful to be working with Baxters on this unique project."

For every £1.59 jar of Pudsey's Strawberry Jam sold, Baxters will be donating 50p to BBC Children in Need.

Picture Caption: Sir Terry Wogan teamed up with his old friend Pudsey Bear as they welcomed guests at the launch of Baxters Pudsey Strawberry Jam at Selfridges on Oxford Street, London today. Baxters has teamed up with BBC Children in Need and Pudsey Bear to create the first ever Pudsey Strawberry Jam to help raise money for the charity.