

12 February 2010

JOIN THE BIG BAKE RECIPE CHALLENGE AND RAISE FUNDS FOR THE BIG ISSUE IN THE NORTH TRUST

The Big Issue in the North has cooked up a delicious new way of raising money for its charity, *The Big Issue in the North Trust*.

For just a £2 donation to the Big Bake, people can donate their favourite cake recipe which will be baked by a qualified pastry chef.

The Big Issue in the North magazine vendors will then take part in cake tasting sessions and vote for their favourite cake.

The Big Issue in the North fundraising manager Dante Harker said: "We'd love to try out as many cake recipes as possible. We're also asking for the stories behind the recipes too – is it a family recipe handed down or maybe it's taken a long time to perfect."

Winners of the Big Bake will receive over £700 worth of fantastic baking prizes – a Kitchenaid mixer, Cuisinart blender and baking goodies from Joseph Joseph.

The Big Bake competition closes on 20 March and winners will be announced on 31 March.

The Big Bake is part of The Big 12 – *The Big Issue in the North's* fundraising marathon for 2010, which sees a fundraising event being held every month this year.

Visit www.bigissueinthenorth.com for more information about the Big Bake, link to enter recipes and donate, plus other ways to get involved.

Ends

Notes to Editors:

The Big Issue in the North Trust is a registered charity which supports vendors of *The Big Issue in the North* to get the services they need to improve their lives.

Every vendor signs up to a code of conduct when they start to sell *The Big Issue in the North* which governs the way vendors sell the magazine.

Vendors must only sell on authorised pitches. All vendors wear an ID badge. Please only buy the magazine from badged vendors.

For further information please contact Dawn Bunnell, Communications Officer on 0161 227 0205, 07723997113 or email dawn.bunnell@thebiglifecompany.com