

Dear all,

I'm writing to let you know about [The Big Lunch 2021](#) - the UK's annual celebration to give thanks and get to know our neighbours and communities. This year, we want to support communities in Cornwall and across the UK, as we emerge from the pandemic and start to reconnect with the world around us, safely. That's why we're teaming up with good causes across the UK, including Thank You Day on 4 July, to celebrate summer 2021 with a whole [Month of Community](#) from 5 June.

We recommend organisers check the latest Government guidelines and our [top tips for a socially safe Big Lunch](#) and plan their events with safety, group numbers and social distancing rules in mind.

**We would love your help to spread the word, please find attached the following to help do so:**

- Template press release
- Communications Toolkit with editorial copy and social posts
- Assets including our 2021 film are [here](#)
- More information, including how and why councils should back The Big Lunch is [here](#)

If you have any questions or need anything further, please let me know.

**Please do share links to any communications you may include this in, so we can recognise councils supporting The Big Lunch on our website.**

The Big Lunch - Council Template Release 2021

**Immediate Release**

## **[Add name of council] supports the return of The Big Lunch and a month of community fun this summer!**

**[add name of council]** has pledged their support for The Big Lunch, the UK's annual event to celebrate and give thanks to our neighbours and communities, urging people to get involved and hold Big Lunches where they live from 5 June throughout the Month of Community.

The Big Lunch is an idea from the Eden Project that each year brings millions of people together to make new connections and share friendship across all faiths, ages, ethnicities and backgrounds. The Big Lunch is made possible by The National Lottery and supported by new headline sponsors Iceland and The Food Warehouse.

Based on the simple premise that great things happen when you bring people together **[add name of council]** and The Big Lunch hope to help people reconnect, celebrate and give thanks to our neighbours and communities after a tough year apart.

Celebrating our community connections and getting to know one another a little better is more important than ever. That's why this year The Big Lunch is making it even easier for residents in **[insert name of area]** to join in, by teaming up with good causes across the UK to make the event a truly moveable feast. Communities can take part throughout the Month of Community starting in June, whether that's to say cheers to volunteers, connect with your neighbours or simply to say thank you.

**[add name of council]** joins organisations encouraging people to take part in the Month Of Community by holding a Big Lunch to support great causes including Volunteers Week, Neighbourhood Watch Week, Carers Week, Loneliness Awareness Week, Small Charities Week, Refugee Week, The Great Get Together and Thank You Day – starting from The Big Lunch weekend on 5 June through to early July.

Taking part in The Big Lunch is fun and increases the sense of pride and belonging in where we live. By bringing people together, The Big Lunch creates stronger local connections and inspires people to make a positive difference in their local area, all of which will help to make the **[insert name of area]** community stronger and happier.

Since it started in 2009, The Big Lunch has helped people feel better about where they live, make new connections and increased people's confidence to get involved in their community. Research undertaken in 2019 showed over 4.5 million people felt less lonely as a result of attending a Big Lunch and 4.7 million people made a new friend at the event, so it's definitely worth taking part!

**[Insert short para details on what council is doing to support]**

**[Add quote from council quote/ Big Lunch information here]**

**[Insert name of council]** is pleased to be supporting The Big Lunch this year and hopes to see people in **[insert name of area]** having fun, reconnecting and enjoying some community spirit this summer.



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You can host your event online, on your doorstep or over the fence - in fact in any way that works for you and your community whilst observing the current social distancing guidelines.

**Peter Stewart MVO, Executive Director of the Eden Project who are behind The Big Lunch, said:**

“We’ve spent a long time apart and that’s been tough for everyone, so from 5 June this year, The Big Lunch will kick off a moveable feast of opportunities for people to meet, chat and have fun together as part of the Month of Community.”

“The idea is simple; if people can spend time together, they start talking, and we see stronger, friendlier communities emerging in which people start to share things, from conversation and ideas to skills and resources.”

“On average six million people each year take part in The Big Lunch each year and most say they feel closer to their neighbours as a result, with more than two thirds planning to hold other events in their community afterwards, proving it is not just about one day, it’s about what happens before and after the event too.”

For further information or to request your free Big Lunch pack containing advice on how to hold a Big Lunch safely, invitations, posters and other materials to help organise your event, visit the website [www.thebiglunch.com](http://www.thebiglunch.com).

**ENDS**

### **Notes to editors**

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

The Big Lunch is the UK’s annual big date to celebrate and give thanks to our neighbours and communities. Started in 2009, it’s an idea from the Eden Project that each year brings 6 million people together, made possible by The National Lottery and supported by new headline sponsors Iceland and The Food Warehouse.

People meet, chat and have fun in their neighbourhoods, annually fundraising £8m for local causes they care about. This year, there are more reasons than ever to get together and enjoy The Big Lunch as we kick off a Month of Community, offering a feast of opportunities to share friendship and fun, and make positive local connections where you live. Tips on how to hold a socially safe Big Lunch can be found on The Big Lunch website.

Her Royal Highness The Duchess of Cornwall has been Patron of The Big Lunch since 2012.

To find out more go to [thebiglunch.com](http://thebiglunch.com) or follow us @edencommunities on facebook, twitter and Instagram

#### **About Peter Stewart MVO**

Peter is an Executive Director at the Eden Project and has responsibility for Eden’s charitable mission. This role includes responsibility for Eden’s biggest educational outreach campaign, The Big Lunch. Peter was appointed to the main Eden Board in March 2012. In the same year he was also awarded an MVO by HM The Queen for his work on the Diamond Jubilee, as The Big Lunch played a major part in the celebrations.

#### **About The National Lottery**

The National Lottery is the largest community funder in the UK and proud to award money raised by National Lottery players to communities across England, Scotland, Wales and Northern Ireland.



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National Lottery players raise £30 million each week for good causes throughout the UK. Since June 2004, they have made over 200,000 grants and awarded over £9 billion to projects that have benefited millions of people.

[Website](#) | [Twitter](#) | [Facebook](#) | [Instagram](#)