

145th Birthday Cookies 4Kids

Can:Do 4Kids



Media Release (Pages 2)

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Can:Do 4Kids, Townsend House celebrates 145 years as South Australia's oldest children's charity with the support of South Australian icons Vili's Family Bakery and Drakes Supermarkets.

Cookies 4Kids is a collaboration of three of South Australia's oldest community focused organisations, with the objective of raising awareness and much needed funds to support blind and deaf South Aussie kids. Limited edition cookies in the shape of Can:Do 4Kids' mascot, Penny Piggles have been custom made by Vili's Family Bakery and will be distributed to all Drakes Supermarkets in the state during February to celebrate 145 years of specialist sensory services to children in the State.

Heidi Limareff, Chief Executive of the Can:Do Group, said Can:Do 4Kids is a community focused organisation and South Australia has great networks and a reputation for helping each other.

"We see ourselves as very much a community organisation which is why, when we wanted to make this concept a reality we teamed up with Drakes Supermarkets and Vili's Family Bakery."

Roger Drake, owner and Chief Executive of Drakes Supermarkets said supporting local charities and being at the heart of the community is very important.

"So many children, young people and families across South Australia have benefitted and will continue to benefit from the tremendous work by Can:Do 4Kids. We're proud to support Cookies 4Kids by stocking Can:Do 4Kids piggy cookies in all Drakes Supermarkets in the State."

Vilmos Milisits (Vili), Vili's Family Bakery founder, said the custom piggy cookie cutter was created by a local fabric steel worker to resemble the Can:Do 4Kids mascot, Penny Piggles.

"My team and I love a challenge. We had a few ideas before we landed at Cookies 4Kids. The craziest was custom made pig shaped cookies. I said this is crazy, we have to do it."

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It's estimated that over 15,000 piggy cookies will be produced over the limited promotional period and will raise \$20,000 for Can:Do 4Kids support services.

Cookies are officially available from February 6 with Drakes Supermarkets flagship store in Wayville hosting a launch on Tuesday, February 5 at 1pm. Can:Do 4Kids mascot Penny Piggles will be there giving away the limited edition cookies.

Contact for images.

Pictured: Roger Drake and Vili at Drakes Supermarket Wayville.

Pictured: Arthur (5) and George (6).

About Can:Do 4Kids

Can:Do 4Kids, Townsend House, is South Australia's oldest charitable service provider, offering vital therapy and support to children and young people who are blind, deaf have low vision are hard of hearing, or have sensory needs. We work together to help them communicate better, connect easier, and live their best lives.

Established in 1874 by William Townsend as a school and accommodation for deaf and blind children, Townsend House has provided family-centred support for 145 years.

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