



TASTE THE QUALITY
OF CALIFORNIA

FEEDING TIME AT THE CHEEKY MONKEYS TEA PARTIES -CARE OF CALIFORNIA PRUNES

This summer the California Prune Board is supporting the fundraising efforts of the National Childbirth Trust (NCT). The charity offers a fantastic support network to new parents across the UK by providing parenting classes, regional groups and events for both parents and children, including the Cheeky Monkeys Tea Parties. Healthy eating is particularly pertinent for new parents and babies, and as California Prunes offer so many health benefits the relationship between the California Prune Board and NCT is an important one.

NCT Cheeky Monkeys Tea Parties are held across the UK every year between May and September and provide a great opportunity for families to get together and raise money to aid the vital work of the NCT. The parties are lots of fun and can include fancy dress raffles, sponsored toddlers, arts and crafts, story-time, music sessions and games. As well as an opportunity to have a fun-filled afternoon, the events also raise money for the NCT so they can keep on providing support and information to all expectant and new parents through pregnancy, birth and early parenthood. The money raised during this year's parties will go towards setting up an Early Days helpline for new parents.

300 parties have been registered to take place this year and the attendees all have the opportunity to sample California Prunes as part of their afternoon tea. Parents and children of any age will enjoy the natural sweet taste of California Prunes and can benefit from their nutritional goodness at any time of day. Prunes are excellent for encouraging good digestive health due to their high fibre content and as California consistently produce the highest quality prunes in the world, parents can rest assured that their children are enjoying a healthy, quality snack.

As a key supporter of the Cheeky Monkeys Tea Parties the California Prune logo is included on the NCT promotional leaflets and flyers to raise awareness of the events. It is also included on the website.

Visit www.californiaprunes.co.uk

Ends

June 2009

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