



ICONIC BRAND LAUNCHES NEW RANGE OF GINGER BEERS AND ANTI-BULLYING 'TINGE OF GINGE' CHALLENGE

Iconic Aussie brand **Buderim Ginger** has this week launched three new exciting spins on its classic Ginger Beer formula. The new **Ginger Beer & Pear** mixes the classic formula with a fruity twist that is impossible to resist. The **Ginger Beer & Guarana** drink offers a jolt of energy for those who need an extra spring in their step. Rounding out the trio is **Buderim Ginger's Reduced Sugar Ginger Beer** (coming soon) for all the health gurus out there, which provides a gluten free alternative with 60% less sugar. All three beverages are non-alcoholic, contain no artificial colours or flavours and are proudly made on the Sunshine Coast.

In support of the launch and all things Ginger (including fiery redheads), **Buderim Ginger** is also kick starting a fiery new social campaign to raise awareness for anti-bullying. Bullying and violence are ongoing issues that affect countless Australians annually. To support the National Day of Action against Bullying and Violence, which takes place on the 20th of March, 2015, **Buderim Ginger** is launching the [#GoGinger Challenge](#) that will encourage all Australians to share a photo with a 'Tinge of Ginge'. The challenge will run until 20th April, giving entrants one month to participate.



The requirements of #GoGinger Challenge are very simple. All participants need to do is take a photo of themselves with a 'Tinge of Ginge', this can be anything from a ginger cat, to a ginger wig or even a Buderim Ginger product. Participants can be as creative as they like, and **Buderim Ginger** wants everyone across Australia to give it a go and release their passion for all things Ginger.

Once participants have taken their gingeriffic photos, they simply need to post them to Instagram, Twitter or Facebook with the hashtags **#GoGinger** and **#BullyZero**. The more people that participate in the campaign, the more money Buderim Ginger will donate. If over 100 people participate, Buderim Ginger will donate \$1,000, over 500 participate and they will donate \$1,500, and if over 1,000 people, Buderim Ginger will donate \$2,000 to the anti-bullying charity [Bully Zero Australia Foundation](#). The Bully Zero Australia Foundation is an organisation that works to provide support for victims of bullying and their families.

Buderim Ginger was first established in 1941. With 74 years of experience in making the finest quality ginger product for Australians, **Buderim Ginger's** excellence speaks for itself. "We couldn't think of a more worthwhile cause to get behind at the moment," says Jacque Price, Group Marketing Manager for **Buderim Ginger**. "It's a campaign that's easy to get involved in, and we want the whole of Australia to join **Buderim Ginger** in the fight against bullying."

Running for one month from March 20th until April 20th, the **#GoGinger Challenge** will help raise awareness of the cause, and every photo will provide much-needed donations to support Australian victims of bullying and violence in a way that is uniquely ginger.

For more information about Buderim Ginger visit <http://www.buderimginger.com/>

For more information on the #GoGinger Challenge visit:

<http://www.theingernet.com/articles/ginger-pride/join-the-goginger-challenge-to-help-stop-bullying>

The RRP for the new Buderim products is \$2.90 for the Original Ginger Beer, Reduced Sugar Ginger Beer and the Ginger Beer & Pear, and \$3.40 for the Ginger Beer with Guarana.

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