



ICONIC BRAND HOSTS FAMILY FUN DAY TO UNITE AUSTRALIANS AGAINST BULLYING AND VIOLENCE

In support of the National Day of Action against Bullying and Violence this Friday, March 20th **Buderim Ginger** is hosting a [Family Fun Day](#) at The Ginger Factory to raise money for the Bully Zero Australia Foundation, an organisation that works tirelessly to provide support for victims of bullying and their families. The event will offer a day full of delights for children and parents alike. For every train ride ticket that is purchased on the day (Friday, March 20th) **Buderim Ginger** will donate the other half of the ticket price to the Bully Zero Australia Foundation.

The Ginger Factory will also have half price gingerbread decorating on the day as well as a host of other fun activities including face painting, a balloonologist, competitions and appearance for the ginger kids mascot. Located at 50 Pioneer Road at Yandina, The Ginger Factory is only a 20-minute drive from the Sunshine Coast. **Buderim Ginger** encourages all attendees to wear their best orange outfit to take a stand against bullying.

The half price train rides are available for the full day of trade from 9am-5pm and fun activities for children and their parents are as follows:

- Face painting: Between 10:30am to 2.30pm children and parents can come and get their faces painted with many creative and ginger-filled designs.
- Balloons: Between 10:00am to 12.00pm, children can visit **Buderim Ginger's** specially trained balloonologist and ask for the most out there balloon designs possible.
- The Gingerbread Boy and Girl: Between 9.30 and 12.30, Buderim Ginger's jolly mascots will be out and about visiting children around The Ginger Factory.
- 1974 Kombi: Parents will be able to admire **Buderim Ginger's** authentically restored 1974 Kombi throughout the day.
- Competition: Families will be encouraged throughout the day to take part in a competition to win a \$100 **Buderim Ginger** hamper, which will be drawn onsite at 4pm

And for those who can't attend the Family Fun Day, you can still take a stand against bullying by participating in Buderim Ginger's 'Tinge of Ginge' social media challenge. All participants need to do is take a photo of themselves with a 'Tinge of Ginge.' This could be anything from a beautiful sunset or enjoying one of the great Buderim Ginger products. Once the photo is taken, participants need to upload them to Instagram, Twitter or Facebook with the hashtags [#GoGinger](#) and [#BullyZero](#). If over 100 people participate, Buderim Ginger will donate \$1,000 to the anti-bullying charity Bully Zero Australia Foundation, over 500 participate they will donate \$1,500, and if over 1,000 people, Buderim Ginger will donate \$2,000.

Buderim Ginger recently launched three new products. For all the calorie counters out there, the new **Reduced Sugar Ginger Beer** provides a gluten free alternative with the added bonus of 60% less sugar. **Buderim Ginger's** new **Ginger Beer & Guarana** drink offers a refreshing kick of energy to consumers who need an extra spring in their step. Rounding out the trio is **Buderim Ginger's** exciting **Ginger Beer & Pear**, which mixes the classic formula with a fruity twist that is impossible to resist. All three beverages are non-alcoholic, contain no artificial colours or flavours and are proudly made in Australia. These new products will be available for sampling at the Buderim Ginger Family Fun Day.

What: Buderim Ginger Family Fun Day

Where: 50 Pioneer Road, Yandina QLD, 4561

Date: 20th March 2015

Time: 9.00AM – 4.00PM

Contact: Alistair Jedlin 02 9779 0999

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

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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