



NEWS FROM VSA

Incorporating Aberdeen Children's Society, AgeCare Aberdeen, Easter Anguston Farm, Linn Moor School, Richmondhill House and the St Aubin's Project.

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First restaurant signs up to VSA's 'Purple Pudding' campaign!

Popular Italian restaurant, La Lombarda, is the first restaurant to sign up to local social care charity VSA's 'Purple Pudding' campaign, which will take place during their forthcoming VSA Appeal Week on 20th to 26th May. The restaurant, on the corner of King Street and Castle Street, has nominated sticky toffee pudding as its 'Purple Pudding' – so called because of VSA's new purple logo – and will donate 10% of sales of this particular dessert to the charity for the whole of VSA Week.

Theresa Wyatt, owner of La Lombarda, said, "VSA has thought of a really novel way to invite restaurants to make a donation to their work. I'm delighted to support a charity which does such a lot to help local people in need and shall be encouraging our customers to choose sticky toffee pudding so that we can make a worthwhile donation – not that it will be a problem, as it is our most popular desert! However, I can promise it won't actually be purple!"

Fiona Poustie, Head of Fundraising at VSA, said "Our services rely on the support of the local community and we are most grateful to La Lombarda for taking part during VSA Week. Sticky toffee pudding is one of my favourites and this is a great reason to forget the calories and go treat yourself. We would be delighted if other restaurants and cafés joined in and made a pudding guilt free by nominating a purple pudding. We want VSA to pile on the pounds!"

VSA have written to a number of restaurants in the city requesting their support by agreeing to donate 10% of all the sales of a dessert nominated as their 'Purple Pudding' during VSA Week. Several have responded positively and VSA hope that more will come on board.

If other restaurant managers would like to get involved by nominating a dessert from their menu as a 'Purple Pudding', Alana Donald at VSA would be delighted to hear from them on 01224 358619 or email Alana.Donald@vsa.org.uk.

Ends.

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