

CHISWICKBOOKFESTIVAL

12th - 16th September 2019

COOKBOOK FESTIVAL



12TH - 16TH SEPTEMBER 2019

NEWS RELEASE

Chiswick Book Festival and Cookbook Festival to support The Felix Project

The Chiswick Book Festival and the Cookbook Festival have chosen The Felix Project as their new charity, to be supported at both festivals in Chiswick in September. [The Felix Project](#) saves surplus food from suppliers and redistributes it to charities and schools in London, to help reduce waste and relieve food poverty.

It joins [two reading charities](#) already supported by the festivals - InterAct Stroke Support, which employs actors to read to stroke patients at Hammersmith Hospital, and Doorstep Library, which brings books to the homes of children in disadvantaged areas of London.

The director of the [Chiswick Book Festival](#), Torin Douglas, said: "We're delighted to be supporting The Felix Project, a local charity which does terrific work throughout London. Last year, we welcomed the first Cookbook Festival to Chiswick and we wanted to reflect its success in the charities we support. Their team recommended The Felix Project and we thought it was a great choice."

Lucy Cufflin, one of the founders of the [Cookbook Festival](#), said: "We are a group of chefs, cookery writers and food editors and we are thrilled to be involved with The Felix Project. As well as raising money, we'll be producing recipes for healthy meals that can be prepared in schools and other places which receive fruit and vegetables from Felix. And we'll be working in other ways to spread the word about the great work done by the charity."

Mary Powys, Head of Fundraising for The Felix Project, said: "The Felix Project is delighted to be the chosen charity for the Chiswick Book Festival and the Cookbook Festival. Our food rescue operation relies on partnerships like this to deliver good food to good causes. This year we aim to deliver enough food for around 5 million meals to more than 280 frontline charities and Schools. The support of these two festivals will help us to achieve this goal".

The Felix Project is a London-based UK charity set up in 2016 by entrepreneur, Justin Byam Shaw. The charity rescues good food that cannot be sold and would otherwise go to waste. The food is sorted and then delivered to charities that cook meals and prepare food parcels for vulnerable people and to primary schools to distribute to children and their families.

“The Felix Project feels right for the Chiswick Book Festival as well as the Cookbook Festival” said Douglas. “We work closely with schools and one of our nearest, Southfields primary school, receives fruit from Felix, via another group that helps children. One of their team used to spend time searching out cheap fruit for the school but now that person works in the school library!

“Felix also supplies The Upper Room, a charity providing meals for the needy, supported by St Michael & All Angels Church, which runs and hosts the Chiswick Book Festival. And Justin Byam Shaw’s great grandfather was the distinguished artist and teacher (John) Byam Shaw, who set up the Byam Shaw School of Art and created the wonderful illustrations for the [‘Chiswick Shakespeare’](#), an edition highly sought after by private collectors.”

The Chiswick Book Festival and the Cookbook Festival are community events, which give all their profits to charities, including St Michael & All Angels Church, which runs the Chiswick Book Festival. In January 2019, they donated £3,000 to each of three charities – InterAct Stroke Support, Doorstep Library and RNIB Talking Books, a Festival charity for the past ten years, which is being succeeded by The Felix Project. The charities are given stalls at the Festivals, to raise awareness and attract new volunteers, and The Felix Project will be very visible in Chiswick this year.

The Festivals will take place from September 12th to 16th 2019.

More information from:

Torin Douglas

Director, Chiswick Book Festival

M 07860 422992

torindouglas@gmail.com

More information about The Felix Project:

[The Felix Project](#) is a London-based UK charity set up in 2016 by entrepreneur, Justin Byam Shaw.

More than eight million people in the UK struggle to afford to eat every day¹, while our food industry generates 100,000 tonnes of edible food waste each year².

We rescue good food that cannot be sold and would otherwise go to waste. This is high-quality and nutritious, including a high proportion of fresh fruit and vegetables, baked goods, salads, meat and fish. We collect or receive food from 165 suppliers, including supermarkets, wholesalers, farms, restaurants and delis.

We sort and then deliver this food to charities that cook meals and prepare food parcels for vulnerable people and to primary schools to distribute to children and their families. This year we will deliver 2,000 tonnes of food to more than 280 London frontline charities and primary schools. This is enough food to make almost five million meals³.

We have 22 staff, 450 volunteers and a fleet of 20 vans. Every £1 donated to The Felix Project saves about £5 of food.

¹ Source: “The Voices of the Hungry”. Food and Agriculture Organisation of the United Nations (2016), pg 39, table A-1, also referenced by [The Food Foundation](#)

² Source: Waste and Resources Action Programme (WRAP) statistic, quoted in the Department of Environment Food and Agriculture press release, “[Food Waste Fund: £4 million awarded to cut food waste](#)”, May 2019

³ Calculated using 2019 forecast weight of food (2,000 tonnes) and average meal weight from [WRAP](#) (420g)