

Press Release: **STRICT EMBARGO: 00.00 14TH APRIL 2021**



**MARCUS RASHFORD MBE AND MICHELIN-STARRED CHEF TOM KERRIDGE
LAUNCH NATIONAL PROGRAMME 'FULL TIME'
SUPPORTED BY FACEBOOK AND INSTAGRAM**

LAUNCHING: SUNDAY 18TH APRIL 2021

No child should ever have to go to bed hungry.

Today, far too many do.

Starting from now – we're stopping hunger in its tracks.

It's time to level the playing field and equip all children with the tools they need to navigate adult life.

52 easy to follow recipes.

One posted each week on Instagram.

Recipe cards available in selected supermarkets.

Offering the skills and confidence to cook proper food, guaranteeing everyone goes to bed with full tummies.

In response to the UK Government's April 2021 uplift of the Healthy Start voucher scheme, **Marcus Rashford MBE** and Michelin-starred chef, **Tom Kerridge**, have joined forces to launch '**FULL TIME: Get Cooking with Marcus & Tom**'. This nationwide initiative is in support of the **#EndChildFoodPoverty** campaign launched by Marcus in September 2020, and in partnership with his Child Poverty Taskforce, supported by Facebook and Instagram. **Together, the goal is to call 'Full Time' on child food poverty.**

No child should ever have to go to bed hungry. Today, far too many do. Indeed, before Covid-19, 4.2 million ^[1] children were living in poverty in the UK, which equates to 30% of children or nine in every classroom of 30. In addition, demand



GEMMA BELL
AND
COMPANY

from children for food-bank services has increased by 121% ^[2]. Marcus's ambition is to shine a bright light on this national issue but more importantly, equip children with vital life skills to support seamless navigation into adult life; phase one of that ambition focuses on food education and kitchen confidence, with the help of Tom Kerridge, who is now part of the National Food Strategy team. Together, Marcus and Tom will unite to drive change at both a national and grassroots level.

"Following Government investment into Healthy Start it was important to me that we demonstrated the power in collaboration. We needed to come up with a creative project that really engaged children most in need, preparing them for what adult life has to offer, whilst also attracting all children to break down stigma around usage of the vouchers. This project is for every child and I really hope parents and carers will benefit from having a bit of valuable time together in the kitchen when family activity is heavily restricted by financial restraints. I'm proud of what we've done here, I'm thankful for Tom, thankful for the Child Food Poverty Task Force members, and I can't wait to see what the response is."

Marcus Rashford MBE

"Marcus and I are super proud to be working together to spread the message of how easy simple cookery can be, for even the most inexperienced of cooks. We don't want you to be fighting with your kitchen, and we don't expect you to have lots of equipment, you can still make great tasting, fun and filling food. Marcus has always been one to encourage life skills and cooking is a valuable skill that everyone can embrace and that will see you through the whole of your life. (Marcus even admitted to never peeling a carrot before, now he can!) If you can engage with food from the start, you can grow, develop and build your own collection of recipes, and enjoy cooking together."

Tom Kerridge

The ambitious project aims to equip families with the skills to get the most out of the Healthy Start vouchers which from April will equate to £4.25 per child under the age of 4 per week and to encourage a 100% take up rate from eligible families. FULL TIME wish to eliminate stigma around the use of these vouchers and encourage parents and carers to enjoy one hour of valuable time each week, cooking with their children.

Tom has created 52 delicious, family recipes, as part of this 12 month long programme. The recipes are simple and easy to follow with emphasis on limited equipment and inclusion of store cupboard goods with a longer shelf life.

From **Sunday 18th April** recipes will be available to pick up in various forms from selected supermarkets every Sunday morning. Each recipe will feature a QR code linking through to the 'FULL TIME' Instagram page where users can access short-form tutorial videos, hosted by Tom, Marcus and a selection of celebrity guests and families. Recipes will include tasty, substantial meals such as:

*Tortilla Pizzas
Chicken Satay Stir Fry
Fish Pie Jackets
Mexican Style Chicken
Broccoli & Cauliflower Cheese
Creamy Chicken Pie*

Each Sunday, on the @FULLTIMEMEALS Instagram page, a cook-along video will launch with Tom teaching Marcus, a celebrity guest or a family how to cook that week's recipe. Children and their parents or carers will be encouraged to give each recipe a try at home sharing their results via Instagram with Tom and Marcus and the hashtag #fulltimemeals. With extra thanks to Hovis Best of Both and Yeo Valley for their special contributions to the Full Time campaign.

"We are proud to support 'Full Time' and hope that people enjoy coming together to take part in the series. Facebook and Instagram have always been places that people come to connect and food has always been a big part of the community. We hope that 'Full Time' not only increases awareness around the serious challenge of child poverty in the UK but inspires people to try the recipes and connect with each other. 4.5 million people in the UK are members of active Facebook parenting groups, and we think this could be a great way for all the family to try out some tasty new recipes!"
Steve Hatch, Facebook's Vice President for Northern Europe

FULL TIME hopes to help give children and families the skills and confidence to cook good, proper food in their own kitchens, with the equipment available to them. It will be creative, fun and engaging, offering families valuable time in the kitchen and being able to enjoy a tasty meal together.

-Ends-

Editor's Notes

Instagram: @fulltimemeals #fulltimemeals

Website: endchildfoodpoverty.org

Healthy Start: Do you qualify? Go to endchildfoodpoverty.org or www.healthystart.nhs.uk

Supported by Facebook, Instagram and the Child Food Poverty Taskforce.

Child Food Poverty Taskforce

Formed and spearheaded by Marcus Rashford MBE – a unifying step to identifying a long-term solution to child food poverty in the UK. Members include all major supermarkets across the UK and key players in the food industry, as well as a strong collective of NGOs. Please visit www.endchildfoodpoverty.org/supporters for full details of taskforce and charity supporters. There are 4.5 million active users in parenting groups on Facebook.

Footnotes

1. [Child Poverty Action Group](#) (CPAG). (2020). Calculated from: Households Below Average Income, Statistics on the number and percentage of people living in low income households for financial years 1994/95 to 2018/19, Department for Work and Pensions, 2020.
2. [Food Foundation](#).

Please see a separate document for FAQs on the Healthy Start Voucher scheme and the End Child Food Poverty campaign.

Brand consultancy The Clearing created the name, brand strategy, tone of voice and verbal identity for Full Time. Marcus and Tom play an active role throughout the brand experience, with Full Time sitting comfortably alongside their own personalities. The identity is bold, vibrant, straightforward and fun – encouraging everyone to "get stuck in" (reminiscent of Tom's own voice in the kitchen). <https://theclearing.co.uk/>

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<https://endchildfoodpoverty.org/press-and-contact>