



The National Association of Care Catering (NACC) is set to serve its way into the Guinness Book of World Records

The NACC's National Community Meals Week 2012 (1-7 October) will launch with an exciting nationwide challenge to set the World Record for the total number of the *SAME* community meal served to service users on the *SAME* day.

The respected association, which is celebrating its 25th anniversary this year, is calling on care caterers the length and breadth of the country to take part in the incredible World Record attempt on Monday 1 October 2012, and make this year's National Community Meals Week one that really puts the vital service of Community Meals on the global map.

To secure the World Record participating service providers across the UK will be serving the exact same two-course menu to customers on Monday 1 October. Community meals service users nationwide can expect to dine on the mouth-watering menu of roast beef, potatoes and seasonal vegetables, rounded off with the Great British favourite pudding of apple crumble and custard.

The monumental day will be celebrated with a special launch event at the Jubilee Centre, St Albans, attended by dignitaries, fellow care associations and key representatives and supporters of the NACC. The event will be the hub of the World Record attempt, with 'meals served' totals from across the country being fed into the event with live online updates being posted for all participants to see – from Land's End to John O'Groats!

Once verified by the Guinness Book of World Records, the final total and confirmation that the NACC has secured the World Record will be announced to guests and service providers across the country.

Throughout the rest of the week service providers will engage customers and communities in activities that demonstrate the immense value of the Community Meals Service and encourage on-going support. These can include, for example, deliveries with a difference, visits to local schools to teach children about community meals and allow them to taste the food, partnering with emergency services to help customers keep safe and well, engaging local dignitaries and celebrities, and events to thank volunteers.

National Community Meals Week is a crucial part of the NACC calendar as it raises awareness of this incredibly important service to Local and National Government, and communities across the country. The Community Meals Service is vital as it enables many

disabled or housebound people to remain in their own homes long after they would otherwise have been hospitalised or taken into residential care. The event also highlights important issues such as security and safety in the home, healthy living, and winter living.

Karen Oliver, National Chair, NACC, comments: "National Community Meals Week is a huge part of the NACC's events calendar. It promotes a service that prevents many thousands of vulnerable people becoming malnourished and also socially isolated. You simply cannot deny the overwhelming importance of this and that is why every year we dedicate a week to ensure that Local Government, Government and communities are aware of and support the crucial work of service providers and volunteers across the UK.

"The World Record attempt is incredibly exciting and a fantastic way to launch National Community Meals Week in this the NACC's silver anniversary year. By securing the World Record we will really highlight the fantastic service and clearly demonstrate the sheer number of people that rely on this life line. I urge all service providers to take part and help us put the Community Meals Service in the spotlight where it cannot be ignored.

"I also very much look forward to hearing about all the activities planned for the rest of the National Community Meals Week. If previous years are anything to go by, it's sure to be creative, energetic and lots of fun. It's important that all service providers make the most of the opportunity to engage with people in their local community and secure their on-going support."

Participation in the World Record attempt and National Community Meals Week is open to NACC members. For further information and to request a National Community Meals Week pack please email info@thenacc.co.uk or call 0870 748 0180.

ENDS

Notes:

The Community Meals Service encompasses hot, chilled and frozen meals delivered to vulnerable older people across the UK in their homes, Lunch Clubs, Day Centres and Care Establishments.

The NACC

The National Association of Care Catering (NACC) is a progressive organisation representing professionals providing catering to the care industry. They are recognised by Local Authorities, independent providers, the charitable sector and Government departments as a prime source of information and opinion on all aspects of catering within the care sector and whose primary aim is to improve standards.

The NACC works with a number of partners to:

- To promote and enrich the standard of catering within the care sector, whether that catering be provided by Social Care Departments or other Caring Agencies
- To provide a forum for debate among individuals, companies and organisations of all kinds involved in catering for the care sector
- To facilitate the exchange of information, experience and expertise
- To promote the development of professional standards among those involved in catering for the care sector
- To commission research into matters relating to catering for the care sector
- To publish guidelines, policy papers and authoritative statements on all aspects of catering for the care sector

For further information contact: info@thenacc.co.uk / 0870 748 0180 or
berenice.pretlove@gmail.com / 07508 146 118.