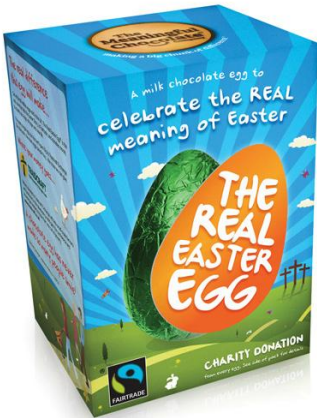


THE PARISH OF  
CANFORD CLIFFS & SANDBANKS  
THE “**REAL EASTER EGG**”  
CAMPAIGN 2012

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***A Message from the Vicar:***

***DID YOU KNOW THAT...out of 80 million Easter eggs sold in the UK every year, the Real Easter Egg is still the only one to tell the Easter story on the box?***

*...but why am I telling you this...at **Christmas** time?*

The true message of CHRISTMAS is about God coming into the world as a man...Jesus. HOLY WEEK and EASTER tell of the fulfilment of that wonderful life; and yet the festival that celebrates it is increasingly being sidelined...even among Christians. I would like to encourage you to make it even more meaningful in 2012...by taking part in our '*REAL EASTER EGG*' campaign.

***2011 was the first year of 'The Real Easter Egg' and significant improvements have been made for 2012:***

- Inside the box is a copy of the Easter story in booklet form.
- The Easter story on the box is a colourful visual as opposed to last year's text only version
- If you open the lid, you will see '*Happy Easter*'
- For the first time ever on an Easter Egg there is a quote from the Bible - the resurrection text from St Mark's Gospel.
- Heavier card for the box has been used, brighter colours and the three crosses on the front are bigger.

***READ ON...if you would like to know more....***

The '**REAL EASTER EGG**' has been the initiative of David Marshall, (Communications Officer for the Diocese of Manchester.) The story of its development – and of the hurdles he has faced – is a fascinating and inspirational one, and can be read on their website:

***www.realeasteregg.co.uk***

In 2011, over 60,000 eggs were distributed mainly through church and school initiatives. Even though the stores and supermarkets that ordered eggs sold out very quickly, the supermarkets continue to refuse to place large orders for 2012, not wanting mention of Jesus on their shelves in a significant way at Easter! To make the *Real Easter Egg* campaign a success in 2012, we need individuals, churches and schools to place direct orders with us to continue to prove demand. Please remember...

- **The eggs use only *Fairtrade* chocolate**
- **Last year £26,000 was given away to *Fairtrade* charities as a result of sales. (see back page)**

I feel this to be a very worthwhile project; and I will help you to take part. On the opposite page is an order form for you to complete and return to me. The eggs will be ordered on your behalf, and be available from Palm Sunday (April 1<sup>st</sup>) from the Vicarage. Please follow the instructions, and return the order form (with a cheque attached for the full amount) and we will purchase them for you.

Our Easter Day service of *Parish Communion* at '*Transfig*' is always a wonderful occasion and I would ask you to put it in your diary now: **Sunday 8<sup>th</sup> April 2012 at 10.30 a.m.** Please try to make a commitment to be with us for this celebration of Christian '*resurrection*' faith. It will be very 'family friendly', and it would be wonderful if we could fill the church to proclaim this central message of our Easter Christian understanding together. If you have not picked up your eggs by then, they will be available after the service. I look forward to being deluged with orders! **Please note that the deadline for receipt of orders is January 16<sup>th</sup> at the Vicarage.**

With best wishes for Christmas, New Year... & Easter!



Jeremy.

PARISH OF CANFORD CLIFFS & SANDBANKS  
THE 'REAL EASTER EGG' 2012

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Please order me  'REAL EASTER EGGS' at the price  
of £3.99 per egg.

I enclose a cheque payable to  
"The Church of the Transfiguration"  
for £                      p

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Contact  
Name:  
.....

Address:  
.....  
.....

Postcode:                      Telephone No:  
..... (Landline if possible please).....

Email address:  
.....

**Please send this form – together with a cheque for the  
correct amount to:**

**The Rev Canon Jeremy Oakes  
14 Flaghead Road,  
Canford Cliffs,  
POOLE  
Dorset BH13 7JW**

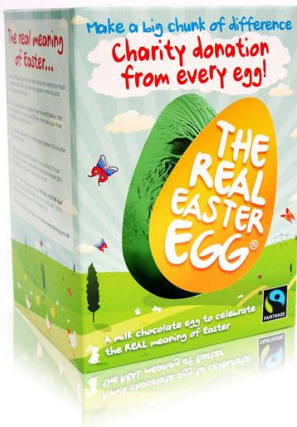
**NB – DEADLINE  
for orders to be received:  
January 16<sup>th</sup> 2012**

# “THE REAL EASTER EGG...”

## The biggest selling mail order egg in the UK

Dame Judi Dench, Sir Ben Kingsley and a host of Coronation Street stars have backed the egg and the Ecclesiastical Insurance Group funded a national competition for schools and churches. With their help, with the support of Archbishops, bishops and hundreds of schools and churches, The ‘Real Easter Egg’ is now the biggest mail order egg in the UK. It has increased *Fairtrade* sales, given money to charity and proven forever that Easter is not just the festival of chocolate and loveliness.

[www.realeasteregg.co.uk](http://www.realeasteregg.co.uk)



## Making a big chunk of difference

The real Easter egg is made from high quality *Fairtrade* milk chocolate and costs £3.99. In addition to keeping hundreds of people in the UK in work 30 pence from every egg is donated to *Traidcraft* Exchange - supporting overseas development, and a further 10% of net profits are donated to *Baby Lifeline* - supporting new mums in the UK. Further afield the cocoa and sugar farmers earn a minimum price for their produce as well as a *Fairtrade* Premium to invest in community projects that they choose - buying everything from chickens, healthcare and education to securing fresh water supplies.

**David Marshall** is the co-founder of *The Meaningful Chocolate Company Ltd* and inventor of *The Real Easter Egg®*. He currently serves as the Director of Communications for Manchester Diocese and Manchester Cathedral; he is also the Communications Advisor for the Bishop of Manchester. Prior to these roles he was the Director of Corporate Communications and Public Events at the University of Chester. His recent campaign work includes helping to repeal the ‘Rain Tax’ which has saved the voluntary sector an estimated £100 million a year in unnecessary charges.