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# The Real Easter Egg Campaign - Australia



**SPECIAL PRICE**  
**\$12.00**

More than 270 million chocolate Easter Eggs are exchanged every year in Australia. The Real Easter Egg will be the only Easter egg which is made of Fairtrade chocolate, has an Easter story booklet and makes a donation to charity.

## What's in the box?

There are 3 crosses pictured on the box, Mark's Resurrection text in the lid, a free 24 page Easter storybook with quiz and a 3ft banner, a high quality Fairtrade milk chocolate egg (125g) and a pack of Fairtrade milk chocolate Chunky Buttons (25g). There is also a donation made to the economic development charity, Traidcraft Exchange.

## Join the campaign

The Real Easter Egg Campaign - Australia aims to establish giving a Real Easter Egg as a tradition. This Easter is a pilot year and we need you and your church to take part by signing up today.

## How it all began..

In 2010 someone gave me an Easter egg. On the side of the box it said: "Easter is the festival of chocolate and loveliness". The line made me laugh. I thought to myself 'there is a bit more to Easter than that'.

I remember sketching what a meaningful Easter egg might look like. It would be Fairtrade, tell the Easter story and make real the Easter themes of hope and new life by supporting charitable projects. It would be called The Real Easter Egg - just to make the point that all the rest were mostly in it for the money. So we launched The Real Easter Egg in 2010 and out of the 80 million eggs sold in the UK that year The Real Easter Egg was the only Easter egg which was made of Fairtrade chocolate, made a donation to charity, and had an Easter story booklet included.

Four years on, The Real Easter Egg is still the only one to do this. By Easter 2015 more than a million Real Easter Eggs will have been bought by churches in the UK - that's a million times that the Easter story has been shared. More than \$256,000 has already been donated to charity.

**David Marshall**

Creator of the Real Easter Egg and founder of the Meaningful Chocolate Company.

## Be a champion

The best way to collect orders is to ask friends and family to add their names to a sign up list in church saying how many Real Easter Eggs they would like to order. Or you could place an order now and sell them in church. There are free posters and sign-up lists on the website.

# HOW TO ORDER

The Real Easter Egg is not in the shops. As it is a pilot year orders can only come from churches and schools in the cities of Adelaide and Melbourne. If you order 24 eggs (4 cases) then there is free delivery to a single drop-off address.

To buy you need to order and pay via an online Australian retailer linked to the campaign website (address below). They will take card payments, provide customer support and make sure you get your eggs delivered in temperature controlled conditions. The Real Easter Egg costs \$12 and comes in cases of 6. You can also register your church and download posters and sign-up forms.

**www.therealeasteregg.com**