

Rachel's
organic



Press Release: A tale of two Rachels
Today's Date: 10th April 2008

A tale of two Rachels

Exclusive press & media opportunities to meet and interview Rachel's Organic founder Rachel Rowlands and campaign celebrity Rachel de Thame

As National Organic Dairy Week 2008 approaches (2 – 8 June 2008), Rachel's Organic, Britain's leading premium organic dairy, is launching 'Calling All Rachels' to lead the nation in living a more natural, greener life – but with style!

www.callingallrachels.co.uk is an exciting new initiative from Rachel's Organic that aims to create the biggest online community of ALL Rachels, challenging them to live a more naturally stylish life.

The campaign will be led by two of the most inspirational Rachels; eponymous company founder, Rachel Rowlands and glamorous, green fingered TV celebrity Rachel de Thame.

In celebration of this Rachel's Organic is offering exclusive press and media opportunities to meet and interview both Rachel Rowlands and Rachel de Thame who will be delighted to discuss their own 'eco-chic' lives.

Please contact Delyth Davies for further information – Delyth@fbagroup.co.uk
01970 636404

ENDS

Editors' notes:

SAVE THE DATE... Rachel's Organic major event – celebrate National Organic Dairy Week (2-8th June 2008) at Sketch, London on Tuesday 13th May 2008.

To ensure your invitation to this prestigious event and for any other information contact Delyth Davies on 01970 636404 / 07875 738559 or delyth@fbagroup.co.uk

FOR FURTHER INFORMATION AND TO SAMPLE RACHEL'S ORGANIC'S PRODUCTS PLEASE CONTACT:

Delyth Davies PR Account Executive **Tel:** 01970 636404; **Email:** delyth@fbagroup.co.uk

PHOTOS: Excellent FREE high res images available.

SAMPLES: We would be pleased to arrange for you to receive free samples of any Rachel's Organic products.

VISITS: We welcome enquiries about visits by journalists and feature writers to Rachel's Organic Dairy in Aberystwyth.

INTERVIEWS: We will happily arrange Rachel's Organic key personnel interviews for you - in person or by telephone.

- Currently enjoying a successful career as the most glamorous of the Gardeners' World presenting team, Rachel de Thame was spotted by a modelling agency whilst studying at London's City Lit. She went on to enjoy successful modelling and acting careers before enrolling at the English Gardening School. Graduating with a distinction in Practical Horticulture and Plants & Plantsmanship, auditions for BBC2's Gardeners' World followed and the rest, as they say is history. Besides her regular slot on Gardeners' World, Rachel filmed her own series for the BBC, Small Town Gardens. In 2002, 2003 and 2004, she presented Hampton Court and Chelsea as part of the RHS output on BBC 2. Rachel writes a bi-monthly horticultural article for the Saturday Telegraph, Amateur Gardening and Woman's Own.
- As Britain's first organic dairy and pioneer of branded organic dairy produce, Rachel's Organic is now the leading premium organic dairy brand in the UK. Based in Aberystwyth, West Wales, Rachel's Organic produce a wide range of award winning organic yogurts, milk, butter, rice puddings, cream and crème fraîche.
- All products are made simply using the highest quality pure organic ingredients, with no artificial colours, flavours or preservatives. Naturally high in calcium and essential vitamins, Rachel's Organic yogurts contain special bio-live cultures for digestive well-being. The complete range of delicious organic products are available from major supermarkets and independent organic food stockists throughout the UK.
- In recognition of the company's continued commitment to provide innovative, stylish and desirable products, **Rachel's Organic was recently voted one of the UK's coolest brands** by experts and consumers and was awarded 'CoolBrand' status. For more information, visit www.superbrands.uk.com.
- Please visit www.rachelsorganic.co.uk for more information and sign up to receive regular news and information.