

Vittoria Group offers support to Sleep in the Park

Vittoria Group will donate £1 from each order from their a la carte menu to the charity Social Bite between 1 and 12 December 2017. They will also send a massive pizza delivery to homeless people across Edinburgh throughout the week leading up to Sleep in the Park at the beginning of December.

They expect to deliver over 100 pizzas to people living in temporary accommodation, hostels and emergency housing in the capital.

They will also have their La Favorita events trailer at Sleep in the Park offering slices of pizza to those taking part. Since it was launched three weeks ago over 2,000 people have signed up to sleep rough, raising £500,000 so far. It is expected that the final figure will be around £4m, and that the Sleep in the Park event will begin a real move to get rid of homelessness in Scotland.

Sleep in the Park is taking place on 9 December 2017 to raise money for Social Bite the Edinburgh based homeless charity.

Vittoria Group is a family company, established in 1970, which now runs a number of Italian restaurants throughout the city including Taste of Italy, Vittoria on the Walk, Vittoria on the Bridge, La Favorita and up-market fine dining Italian restaurant Divino. The company also operates 30 vehicles across its four La Favorita Delivered branches at Portobello, Morningside, Blackhall and Leith. The restaurant is hoping to cement its place as a community focused business in Edinburgh by supporting local charities.

Social Bite is a national Social Enterprise in Scotland. Through a chain of cafes and restaurants the organisation employs over 100 people ,many of whom have struggled with

homelessness. As the largest distributor of fresh free food to the homeless in the UK, they hand out over 100,000 items of food and hot drinks per year.



Josh Littlejohn MBE, co-founder of Social Bite, said: “I’d like to extend a huge thank you to Vittoria Group for their generosity and support with Sleep in the Park. It’s a pleasure to have them on board and I hope that customers will sign up and join us on 9th December.

“So far we have over 2,000 people signed up to take part in the event, with the aim of raising £4 million. The funds will be invested in to housing solutions, addiction support and employment programmes and help a number of people out of homelessness and back into society to where they belong.”

Tony Crolla, Chairman of Vittoria Group added: “We hope that the local community will take part in this event and support Sleep in the Park alongside the businesses and individuals taking part in this incredible fundraiser event.

“Vittoria Group have been part of the Edinburgh restaurant scene since 1970 and we want to show our support to help eradicate homelessness in the Capital and beyond with our brilliant new charity partnership with the Sleep in the Park event and Social Bite.”

To take part in Sleep in the Park visit www.sleepinthepark.co.uk

Diners who wish to book a table at Vittoria this December should visit vittoriagroup.co.uk

To find out more about the fantastic work Social Bite does, visit social-bite.co.uk