

Scotmid and Forth 1 Launch 'Kid in the Kitchen' Joke Book



Edinburgh's local radio station Forth 1 has teamed up with retailers Scotmid Co-operative to issue a 'Kid in the Kitchen' joke book with all the proceeds of the sale of the book being split between Radio Forth's Cash for Kids campaign and Samaritans.

Scotmid Co-operative's Ratho store team and Forth 1's 'Boogie in the Morning' breakfast presenters, Boogie and Arlene helped launch the book, ably assisted by Cash for Kids mascot 'Courage the Cat'.

The 'Kid in the Kitchen' book contains hundreds of jokes, contributed from children across Edinburgh, Fife and the Lothians. Costing just £2.99 the book, on sale at most Scotmid stores, is sure to sell fast and with 5,000 books printed it might be wise to grab one while you can!

John Brodie, Chief Executive of Scotmid Co-operative which sponsors the daily 'Kid in the Kitchen' segment, said: "Our sponsorship of the Kid in the Kitchen section during Forth 1's Boogie in the Morning show has not only helped to promote our business, but it has proved to be very popular and provided listeners with plenty of laughs over the past year.

"So, the natural spin-off is that we have produced the 'Kid in the Kitchen' joke books which we will sell in our Scotmid stores and we're certain they will prove to be equally popular.

"It's excellent that the humour created by children in the

Edinburgh, Lothians and Fife area will help us to raise funds for two great causes – our charity of the year, Samaritans and also Cash for Kids.”

Forth 1's Boogie added: “The ‘Kid in the Kitchen’ segment is always a highlight of our morning here on the breakfast show, and this book allows us to re-live the very best of 2017's jokes again and again! We thank Scotmid Co-operative for its continued support, and look forward to presenting the funds raised to both Cash for Kids and Samaritans.”

Emma Kemp, Charity Manager at Radio Forth's Cash for Kids, commented: “Throughout 2017 we've been working tirelessly to help children throughout Edinburgh, Fife and the Lothians. All of the donations raised locally go to local causes, so we're delighted that Scotland Co-operative has offered its support. The joke book will make a great stocking filler and everyone who gets involved can be proud to know that they've done their bit to help disadvantaged children at Christmas.”