

Magic Breakfast delivered by Amazon

The Edinburgh team at Amazon has been helping to get Magic Breakfasts out to children during the Covid-19 lockdown.

The breakfast packs filled with food from Arla, Heinz, Kellogg's, Morrison's, New York Bakery Co and Quaker Oats UK are delivered free to the children's home addresses by Amazon.

This is an expanded service while children are not at school to get their Magic Breakfast before classes. From 11-22 May more than 1880 children in Scotland received Magic Breakfasts either from their school or through an Amazon delivery.

Kerry-Anne Lawlor, Country Director of Amazon Logistics, said: "We are delighted to continue our long-standing support of Magic Breakfast by delivering breakfast parcels to the doorsteps of thousands of children during this difficult time, ensuring they have a healthy start to the day."

Alex Cunningham, CEO of Magic Breakfast, said: "Amazon staff have bent over backwards to help the children and schools we support. In a time when hunger is a reality faced by many, Amazon is enabling Magic Breakfast to reach thousands of vulnerable children with a healthy breakfast – children who can no longer access breakfast provision at school and whose families may be finding it difficult to provide food under lockdown. A very big thank you to Amazon".

The Executive Headteacher of a Magic Breakfast partner school said: "Thank you so much for this valuable support you are offering to our families. It is much needed and much

appreciated.”

To help Magic Breakfast reach more children at risk of hunger under lockdown, Amazon, a long-standing supporter of Magic Breakfast, has stepped in to help with its warehousing and logistics expertise. Since the partnership began in 2016, Amazon has helped Magic Breakfast provide over 1.5 million breakfasts to thousands of children across the UK.

Amazon will be continuing to offer this free home delivery service to Magic Breakfast for 12 weeks, or for as long as schools remain under lockdown.