



THE GREAT Spaghetti Challenge

Dear Caterer

Thank you for taking part in The Great Spaghetti Challenge. As part of National School Meals Week 2017 we are asking all schools across England and Wales to come together to hold the biggest pasta party ever. We are asking you to help us serve enough pasta to reach Italy, that's 171, 000 portions needed. It's a fun challenge for you and the students at your school. You will be able to download and complete your own certificate to display at the school.

Making it happen

We have all the resources you need to run a successful promotion. Please download posters, complete menu templates and more importantly send out your party invitations.

Resources available

- Advertising poster
- Menu poster
- What's on for National School Meals Week poster
- Certificate
- Invitation
- Head teachers letter
- Press release

We want you to run an effective promotion, so please follow these easy steps for success

- Plan your date within National School Meals Week, liaise with your school
- Plan your menu
- Download and complete invitation, ask you school to print one off for every parent
- Download and complete posters and display in high traffic areas
- Notify your local paper to see if you can get extra publicity
- Enjoy the event

Don't worry if you don't have access to a printer, you can call us to help.

We want to know what you're doing

So we can hit our target we need to know how many people you have at your event. Contact us via Facebook, Twitter or email. We can also help you with PR. Please shout out about what you are doing for NSMW 2017. We will have running totals and latest updates on the challenge on the website.

Don't forget there is a whole week to run special events, visit www.nsmw.org.uk to access the other fun events and resources available.

Good Luck and Happy Marketing

