

Press Release – Ninove – 10 May 2021

## **La Lorraine Bakery Group launches #SmileForDonuts campaign to support good causes**

### **International Donut Day June 4th**

**Ninove, 10 May 2021 - The last year has proven that small acts of kindness can make a big impact. That is why donut brand Donut Worry Be Happy is teaming up with donut lovers in 8 countries to spread joy and make a difference. Through #SmileForDonuts, they want to raise 100,000 donut smiles on Instagram and Facebook, which the brand will match with a donation of 100,000 donuts for communities in need.**

#### **Donuts for good causes**

Every year, on the first Friday of June (this year on June 4<sup>th</sup>), donut lovers all over the world celebrate International Donut Day. 'National Donut Day' has been around for decades in the United States and some other countries. This donut event was created in 1938 by the Salvation Army in Chicago to honor their volunteers who travelled to France in World War I to comfort US soldiers with donuts. The celebration of this holiday still continues today, to help raise awareness for the Salvation Army and to honor the service of the valued veterans and volunteers alike. During this day, many bakeries and donut shops in Chicago and other cities, are giving away free donuts to treat and think of those in need and those who are helping those in need each day.

Donut brand Donut Worry Be Happy wants everyone to be able to join this heart-warming initiative and gesture. That is why they vouch to give away 100,000 donuts to communities in need, if 100,000 people #Smilefordonuts.

"We realised people needed some positivity, especially this year. And that people genuinely want to help out. So, we thought of a way to combine both. To get people smiling while supporting communities in need. Optimism has also been the mindset of our more than 4,000 employees at La Lorraine Bakery Group throughout this corona crisis period, and we want to share that optimism with those in need, by donating our most joyful product, Donut Worry Be Happy", explains Guido Vanherpe, CEO La Lorraine Bakery Group.

Donut Worry Be Happy unites donut lovers in 8 countries under one common goal: to reach 100,000 donut smiles using the hashtag #SmileForDonuts by International Donut Day. Once that goal is reached the donut brand will spread the joy of donuts with communities in need.



### **Who are you sharing your smile with?**

If donut lovers are successful and reach 100,000 smiles on Instagram and Facebook by June 4th, Donut Worry Be Happy will donate 100,000 donuts to these good causes: Hospitality Action (UK), Úsmev Ako Dar (Slovakia), Sanus (Croatia), Lykkeliga (Denmark), Salvation Army (The Netherlands), Belgian Federation of Food Banks (Belgium), Radost Dětem (Czech) & Child Care Home (Poland).

### **#SmileForDonuts and join the movement**

Buy a Donut Worry Be Happy donut in a salespoint near you, take a bite and grab a picture. Tag @lucky\_ineverybite and use the hashtag #SmileForDonuts on Instagram or Facebook. Want to give your favourite cause an extra push? Then tell your friends to do the same!

Find out more at [donutworrybehappy.eu](http://donutworrybehappy.eu)

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### **About Donut Worry Be Happy**

Donut Worry Be Happy is active since 2019 and part of the La Lorraine Bakery Group. The donut brand sells donuts in over 25 countries in Europe and beyond, where they are known for their light dough and variety of flavours.

Donut Worry Be Happy promises to bring luck in every bite. Their goal is to spread joy and happiness with their customers through donuts in a wide variety of colours and flavours.

## **About La Lorraine Bakery Group**

La Lorraine Bakery Group (LLBG) is a 100% Belgian family-owned business active in the milling and bakery industries and offering a wide range of high-quality bakery products. Every day, more than 4,000 enthusiastic employees produce and sell high-quality bakery products in more than 25 countries to consumers, supermarkets and the foodservice sector.

As a leading, growth-focused international company with more than 12 production units in 5 countries, we are driven by our passion for growth and our steadfast determination to transform the bakery market by deploying our many years of experience and expertise, new technologies and the talents of our highly motivated employees. The Group is structured into four business units: Bakery Frozen, Bakery Fresh, Store Concepts and Milling.

Our main financial objectives are long-term value creation and qualitative growth through innovation and entrepreneurship. The Group reported revenue of €744 million in 2020.

We aim to remain sustainable and enterprising for many generations to come, with a passion for quality and innovation and truly embodying the spirit of a company that does well for all its stakeholders – so that we become not only a bigger, but above all a better company.

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