



# PRESS RELEASE



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## Fruityfaces Enters the Dragon's Den

Paige Allen, creator of FruityFaces, faced the Dragons on Wednesday 7<sup>th</sup> March, on BBC2, seeking an investment of £125,000 for 5% of her business. Although the Dragons did not invest, her Company is experiencing an overwhelming response in terms of increased orders and messages of support for her Social Enterprise Business.

**FRUITYFACES** is a concept designed by mother of 2 and charity champion Paige Allen in her school art classes nearly 26 years ago. She turned the idea into reality when she decided there needed to be a solution to promote healthy eating and to be able to carry fruit to school and play without ending up with squashed bananas, bruised apples or pulped peaches. Fruity Faces gives a fun, positive, cool and trendy message to eating fruit. The cases are available in 4 different striking designs called Fenne, Tunda, Sesey and Mengi – named after African fruit – and are rapidly becoming a “must have item” amongst school children, making healthy eating an adventure.

The Dragons Den panel were fully satisfied with the business model and the product, so why didn't they invest? “It was an interesting twist for us”, says Paige Allen, “as we had thought that the Dragons would be compelled to invest in our Social Enterprise Business raising funds for children's charities. We thought that they would want to look socially responsible and charitable but in fact the opposite happened.” In fact the Dragons felt that they couldn't bring themselves to take profits out of the business for themselves.

The profits from the sales of Fruity Faces will be split and donated to three charities – African Revival, which supports regeneration projects in Eastern Africa, FARA, which helps abandoned Romanian children, and Amber which supports disadvantaged young people in the UK.

Since featuring on Dragons Den, FruityFaces has been inundated with distribution offers. Orders on their website have gone through the roof. The program also hit the conscience of the general public who felt compelled to email in and offer their condolences and support,

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saying “You should have got the investment”, “We love FruityFaces” and “What a fantastic idea”.

As a result of this innovative idea, FruityFaces has been awarded a license to use the Department of Health 5 a Day logo and has been positively received by many Healthy Schools Coordinators across the UK. This has also been an exciting development for the fruit industry with Fruity Faces being nominated as finalists in the 2006 Refresh Fruit Industry Awards for “Innovation of the Year Award” and “Supporter of the 5 a day Award”. In October 2006 Fruity Faces received the Startup Business Awards’ Community Service Impact Award.

To find out more about the amazing story behind FruityFaces, or for an interview or images, please contact us:

\*\*\*\*\* End of Press Release \*\*\*\*\*



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