PRESS RELEASE: MARCH 2008



Get inspired with Today was Fun at the Real Food Festival!



Today was Fun, the innovative tea company, is setting up a special Inspiration Tea-Pi at this year's Real Food Festival, which will bring together over 500 of the world's best small food and drink producers.

The Today was Fun's Tea-Pi will tower over the festival at 6.5 metres high and will create an inspirational space for all who visit the show. On entering, visitors will be asked to write onto a special leaf their inner most thoughts of what they would do if they were guaranteed success – would you open a pizzeria? Take your guitar on a world tour? Or plant a massive veggie patch? At Today was Fun we believe that by writing down what you want, but are scared of trying, you are one step closer to making your dream a reality!

These leaves will then be attached onto a tree at the front of the Tea-Pi and over the course of the Festival, the tree will blossom with leaves to create an inspirational forest!

"We came up with the idea of the Tea-Pi as a result of drinking lots of our Inspiration Tea! The Real Food Festival is an exciting place for consumers to meet small, wholesome producers like ourselves but also a great way to discover some of the best food and drink from around the world!"

At the end of the show, the leaves will be randomly picked and a winner will be chosen. The people at Today was Fun have teamed up with Fforest, who provide luxurious camping holidays in Wales. The lucky winner will be given a weekend break for two, sharing in one of Fforest's beautiful dome tents, including a sumptuous organic breakfast prepared with produce from local farms as well as a fun filled canoe trip.

Sharyn Wortman, Today was Fun's founder, explains: "We came up with the idea of the Tea-Pi as a result of drinking lots of our Inspiration Tea! The Real Food Festival is an exciting place for consumers to meet small, wholesome producers like ourselves but also

us one thing you'd do if you we

Always remember to take time to share your

e planted a seed, we'll little each day for you

WWW.TODAYWASFUN.COM

a great way to discover some of the best food and drink from around the world!"

So if you are planning on visiting the Real Food Festival between the 24th and 27th April at Earls Court or you have nothing in the diary for that weekend – come and be inspired at Today was Fun's Tea-Pi – try out food and drink from exciting small producers and have the chance to win a holiday for two!

Today was Fun's entire range will be available to taste throughout the show. This will include Sleepy Tea, Happiness, Inspiration, Expectancy Tea, Green Green Tea and Tea & Cookies – all part of the Tea & Philosophy range from Today was Fun.

For a full list of stockists visit www.todaywasfun.com

-ends-

For more information please contact Isabelle Goldstein on 020 83460069 or email isabelle@goldsteinpr.co.uk

Editors Notes:

On the morning of the 24th April, Today was Fun will be hosting a Press Breakfast between 10.00—11.00am. Here you will be invited to have tea and breakfast supplied by friendly producers, and of course, will also be asked to fill out your own leaves for the Inspiration tree!

Today was Fun has teamed up with 5 fabulous producers from the show and will be offering a breakfast spread including our own tea, organic juice/smoothies, British Apple jams, yoghurts and butter, organic artisan breads, and granola. Not forgetting Beautful World Tents, who have provided the Tea-Pi! Please let us know if you would like to attend.