

Wanna Be a Record Breaker? - Belling launches search for UK secondary schools to join World Record attempt with Celebrity Masterchef Liz McClarnon

Submitted by: Lucre Marketing Ltd

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Have you always dreamt of being a record breaker? Belling (<http://www.belling.co.uk>), the UK's number one cooking brand, is searching for four UK secondary schools to join Celebrity MasterChef winner and ex-Atomic Kitten, Liz McClarnon, to take their place in Guinness World Record history

Belling is attempting a cookery themed World Record at Alton Towers on Thursday 5th February, in a bid to keep Britain cooking and to highlight the importance of food technology lessons in schools. Today it is launching a nationwide hunt for 100 school children to join the fun and rustle up a record breaking meal alongside Celebrity MasterChef Liz McClarnon.

What's more each school that takes part will receive £1,000 worth of Belling cooking equipment for their school so they can recreate their record breaking recipe for their fellow classmates.

For a chance to win a coveted place, schools simply need to email worldrecord@belling.co.uk and request an application form. All equipment, ingredients and transport will be provided so students just need to turn up and cook!

Liz McClarnon commented: "This is a once-in-a-lifetime opportunity for four schools across the UK to take part in a Guinness World Record attempt. I am so excited to be involved – it is going to be a fantastic day and I can't wait to meet the lucky 100 students who will be taking part.

"Learning basic cookery skills in schools is so important which is why I am supporting Belling – a world record attempt is a great way to get children interested in cooking. I am sure that the campaign will go a long way in highlighting the need for schools and the government to invest in food technology, encouraging more children to leave school knowing the basics of how to cook healthy, balanced meals."

"Before taking part in Celebrity MasterChef I wasn't that confident in the kitchen but now cooking is something that I am passionate about. I look forward to sharing my new found enthusiasm with the kids in February."

Jane Ryland, marketing manager, from Belling commented: "We are urging every school across the UK to enter to be in with a chance of being involved in the event – after all, what teenager doesn't want a World Record under their belt! We are also hoping this initiative will raise awareness of the importance of teaching children the basics of cooking at an early age."

This academic year (2008/9) a new legislation has been brought in to make food technology a compulsory part of all young people's education.

The deadline for entries is Monday 26 January 2009 and successful schools will be notified by Tuesday 27 January 2009. Schools can enter as many times as they like but must be free to travel to Alton Towers on 5 February 2009. For further information email worldrecord@belling.co.uk or call 0113 243 1117.

For further information about Belling, visit www.belling.co.uk or call 0871 222 2635 for a brochure.

For further information about Liz McClarnon visit www.lizmcclarnon.com

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