



**“..a great idea.”**

**Alan Titchmarsh**

## Why gardener Alan digs the Real Advent Calendar

Alan Titchmarsh has welcomed the launch of the 2016 Real Advent Calendar, describing it as ‘a great idea’. Each Real Advent Calendar comes with a free 28 page copy of the Christmas story in the box, 24 Fairtrade chocolates and sales of the calendar support charitable causes.

David Marshall, from The Meaningful Chocolate Company which makes the calendars, said; “Three years ago we saw survey research which showed that knowledge of the Christmas story was fading. Among 5-7 year olds, 36% didn’t know whose birthday was celebrated.

Among adults, less than 12% knew the full nativity story. We launched The Real Advent Calendar hoping to help adults and children engage with the Christmas story for the full 24 days of Advent.”

This year the story is illustrated by award winning artist Alida Massari and includes activities and challenges.

From the charitable donations, the calendar has helped equip a baby clinic in Kenya and supported charities such as Traidcraft Exchange and The Children’s Society.

### How to buy

The Real Advent Calendar costs £3.99. Churches, schools and groups can buy direct from The Meaningful Chocolate Company by visiting the special website at [www.realadvent.co.uk](http://www.realadvent.co.uk) and take advantage of a free delivery offer.

Retailers stocking include Tesco, Embrace, Traidcraft, Eden.co.uk, TLMTrading, , CLC Bookshops and a number of cathedrals. Details at [www.realadvent.co.uk](http://www.realadvent.co.uk)

