



Kilts Feed Kids! Initiative launches in Glasgow and Ayrshire

The Brave team at Launch Digital in Ayrshire and Glasgow are getting used to having chilly knees this week. They began a challenge on 1st April to wear their specially designed "Kilts Feed Kids!" kilts every working day for the rest of 2020.

If the temperature hits 80 degrees this summer, they will still be wearing up to 8 yards of wool and, even when travel restrictions are lifted and any of the 4 members of Launch staff taking part may get a sunshine holiday, they've promised to wear their kilts everywhere except in the pool, at least on weekdays.

It's all in aid of Launch Foods – a charitable initiative which distributes healthy after-school meals, with a nutritious main, bottled water and fresh fruit, to up to 300 kids in Scotland, who might otherwise go hungry.

Launch Foods provided more than 70,000 meals in 2019 using surplus food from supermarkets and suppliers, including Highland Spring and Simon Howie.

David Wilkinson, MD of Launch Digital said, *"When we found we shared our name with such an amazing initiative, we just knew we had to get involved."*

"Our Creative Director, Richard Longmuir, first of all created a brand-new tartan, now accepted onto the Scottish Register as "Launch Pink". Our good friends at Slanj then agreed to manufacture and sell the kilts, with all profits going to provide healthy food for kids who need it."

"The commitment to wear our kilts with pride for the rest of 2020 was Richard's idea and it's our attempt to raise awareness, as well as additional funds for the Kilts Feed Kids! Project. We promise to wear our kilts and tell our story at corporate events for the rest of the year."

"If anyone would like to donate or sponsor our efforts, please go to www.justgiving.com/crowdfunding/launch-scotland"

The team at Launch are also hoping they will not be the only ones to get kilted up and are inviting anyone who wants to join their kilted challenge - for any length of time they can manage – to call them on 0141 406 2588 or visit www.kiltsfeedkids.org

Launch Pink kilts are also available to purchase on the Slanj website www.slanjkilts.com/launch-digital

LAUNCH

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Launch Foods

Launch Foods are a charity with a social conscience. They focus on maximising food surplus by feeding kids in our communities with free hot nutritious food after their school day and during holidays. The food offer is open to all kids and served from specialised food trucks which the kids perceive as being cool, we think so too.

We have partnered with some of the largest food producers in the UK ensuring we make the most of any surplus. Good for the environment and the kids. A win-win we believe.

www.launchfoods.org

Launch

Launch Digital

Launch Digital is a creative family business headed up by Directors, David and Richard who have quality and customer satisfaction at the top of their agenda.

As a creative agency they deliver marketing campaigns and include branding, graphic design, website development, brochure design, social media management using creativity and imagination to deliver beyond client's expectations. Relationships with clients are priority and they are proud of their many long-standing connections who continue to work closely with them. Measuring against the competition and ensuring they are at the forefront of the latest technology keeps Launch fresh.

They take social responsibilities seriously by using energy saving equipment, recycling and reusing. They have a company EV which is used for business trips, reducing the carbon footprint. Launch work closely with the local community and charities, ensuring to give back where possible and believe in equal opportunity.

David is a Director and Board Member of The Chamber of Commerce and works closely with 'Developing the Young Workforce' and advises and mentors start-up businesses. Richard is a mentor for Glasgow Caledonian University providing advice and expertise for the next generation of designers. As an all-inclusive, diverse and equal employer Launch strive to make it great company to work for making sure all employees are included in all decisions. Launch have been recognised as one of the top family Digital Agencies in the country.

www.launchscotland.com



Slanj

Slanj started in the tailoring business with tartan suits for all formal and fun occasions before going on to specialise in traditional and contemporary highlandwear, tartan breeks and innovative Scottish t-shirts. Slanj is a very different business model nowadays, with a friendly and attitude towards all our customers, Slanj tartan experts will offer you the best available advice and take your order for kilts, kilt hire and tartan trousers which are made in our Glasgow city centre superstore.

Whether you wish a quirky Scottish t shirt, a classic wedding outfit or a pair of tartan trews you are sure to find something in their Glasgow or Edinburgh store which is situated just off the Royal Mile in Edinburgh's Old town.

Slanj are proud to support many charities offering free kilt hire for the Kiltwalk, they also designed the Homeless Tartan to raise money for Shelter Scotland and of course wove the Launch Pink tartan to raise money to feed hungry kids.

www.slanjkilts.com

