

Egg-citing news!

The only Easter Egg to mention the Easter story is back for a second year

24 January 2012



Launched last year, the Real Easter Egg – the only Easter Egg to mention the Easter story – proved hugely popular with churches, schools and the general public.

Despite its obvious appeal, once again supermarkets have still not placed large enough orders to meet the likely demand.

So, to make the Real Easter Egg campaign a success in 2012, we need individuals, churches and schools to place direct orders in January and February.

There's a free Easter story booklet which comes in each box and when you open the lid, you will see 'Happy Easter' and, for the first time ever on an Easter Egg, there is a quote from the bible - the resurrection text from Mark.

As an added bonus, a donation from the sale of each egg goes to Traidcraft to support its vital overseas development work with small-scale farmers and artisans.

Orders have already started coming in and thousands of eggs have been sold to previous customers.

With your help we can change the Easter egg market forever by making it more spiritual, more generous and more faithful.

How to order

The eggs cost £3.99 each and you can order them in packs of six [from Traidcraft](#), or in packs of 12 from www.realesteregg.co.uk - where you'll also find posters, magazine articles and other resources.

Related Links

- [Read a story about The Real Easter Egg from The Telegraph \(Jan 12th 2012\)](#)