

REACH PR BRIEF - DRAFT

Client: The Muscle Help Foundation (MHF) - Reg Charity No. 1096716

Charity Website: musclehelp.com

Campaign: HOPE ON A PLATE: *Meatballs for Muscular Dystrophy*

Fundraiser Microsite: meatballs4md.org

Potential Hero Moment: National Meatball Day – 9 March 2027

The Ask

The MHF charity is looking for some PR support to help turn a brilliantly simple fundraising idea into a standout hospitality movement - using earned media, storytelling & cultural relevance to drive participation & impact.

The Problem to Solve

Muscular Dystrophy remains under-recognised. Small charities struggle to compete for attention. Meanwhile, hospitality businesses want meaningful, low-friction ways to demonstrate purpose without operational complexity or cost.

The Big Opportunity

‘HOPE ON A PLATE: Meatballs for Muscular Dystrophy’ is a rare, sweet spot = universally loved dish + flexible menu mechanic + clear social purpose

National Meatball Day (9 March 2027) gives a ready-made cultural moment to leverage & extend into an always-on, year-round platform designed for hospitality businesses.

What Success Looks Like

- Hospitality talking about *‘HOPE ON A PLATE: Meatballs for Muscular Dystrophy’* as the easiest way to give *hope*, do good, help change lives
- Chefs & operators proudly putting meatballs on menus for purpose
- National Meatball Day becoming the annual rallying point for MHF’s initiative
- Tangible growth in sign-ups, awareness + money raised for *Muscle Dreams*

Who We Need to Reach

Primary: Decision-makers (owners, chefs, operators, contract caterers)

Secondary: Trade & food media, lifestyle press, social-first food creators, diners

The Core Idea

HOPE ON A PLATE. One dish. Big impact.

Any meatball, any menu, any venue - helping change the lives of children & young people living with the life-limiting condition, Muscular Dystrophy.

The Story We Want to Tell

- Purpose-driven hospitality without the pain
- Creativity & generosity from across the UK food scene
- Small charity delivering life-changing support, powered by simple acts
- National Meatball Day as a feel-good, inclusive call to action

The PR Challenge

Create standout earned coverage that:

- Cuts through busy hospitality & food media
- Inspires businesses / operators to engage & take part (not just read about it)
- Makes 'National Meatball Day' feel relevant, ownable & scalable
- Sustains momentum beyond March
- Not dissimilar to [*Invisible Chips*](#) initiative (Hospitality Action)

Scope of Work (Indicative)

- Campaign concept & PR narrative
- Trade-first media strategy with selective national amplification
- Press materials & spokesperson positioning
- Chef & venue-led case studies e.g. Limewood (Chef Director, Luke Holder)
- 'National Meatball Day' activation & follow-through

Proposed Timings

- **Sept 2026:** Build awareness & continue effort to recruit businesses / operators / venues
- **March 2027:** Own MHF's 'National Meatball Day'
- **Post-March:** Always-on PR & participation growth

How We'll Measure Impact

- ✓ Number of businesses / operators / venue sign-ups & participation
- ✓ Media reach, quality & relevance
- ✓ Social engagement & advocacy
- ✓ Funds raised for The Muscle Help Foundation charity

The Call to Action

Help turn 'HOPE ON A PLATE: Meatballs for Muscular Dystrophy' into a national movement - starting with **National Meatball Day, 9 March 2027**



CEO THOUGHTS / TONE / INSIGHTS / DRAFT NARRATIVE

Next National Meatball Day on 9th March 2027 will be in aid of the Muscle Help Foundation, the UK's leading experiential Muscular Dystrophy charity.

It's an opportunity for chefs across the UK in their eateries, their restaurants, pubs and contract catering businesses, but also for food lovers, social-good influencers, and home cooks alike to not only showcase their culinary skills, perhaps experiment with new recipes and indulge in the joy of preparing, cooking and eating meatballs but most importantly, every penny raised will support the vital work of a small charity that helps children and young people living with the life-limiting condition Muscular Dystrophy.

Rooted in family values, the charity delivers life-affirming experiences called **Muscle Dreams** that change lives and give hope to some of society's most vulnerable people.

In celebrating one of the most versatile and beloved culinary creations, **National Meatball Day** pays homage to the humble meatball in all its forms, from traditional recipes passed down through generations to innovative twists that reflect a fusion of global flavours.

National Meatball Day is not just about enjoying this savoury delight – it's also about exploring the rich cultural history behind meatballs and their variations across different cuisines. Whether simmered in sauce, grilled, or fried, meatballs have found their way into hearts and dishes around the world, making this day a global celebration of *culinary diversity and creativity*.

SOCIAL MEDIA

To add some flavour to National Meatball Day on your social media and digital platforms, here are some fun content ideas:

- Offer tips for making the perfect meatball
- Ask followers to vote for their fav type of meatball or sauce pairing
- Share your fav meatball recipes
- Host a 'Meatball Making Challenge' inviting followers to create their own meatball dish and share photos or videos of their creations on social
- Post fun facts about the history of meatballs

#Meatballs4MD #NationalMeatballDay #MeatballRecipes #MeatballMagic
#MeatballTips #ComfortFood #CookingFun

END