

CAFE2U CELEBRATES FIRST ANNIVERSARY & ANNOUNCES MACMILLAN PARTNERSHIP IN NORTHERN IRELAND



Cafe2U franchisees from Northern Ireland, with Tom Acland MD (the tall one!) and local Macmillan Fundraising Manager Rosaleen Mcatamney (the green one!)

Cafe2U celebrated its first anniversary in Northern Ireland in fantastic shape. Since Jeff Peters launched the first Cafe2U in Belfast Harbour in September 2007 many records have been broken and Belfast is now Cafe2U's second largest trading city. Tom Acland MD arranged a special visit to congratulate the team over in Belfast "The pace has not stopped and this year has seen a great year of growth. As well as four additional franchised operations in Belfast we have also added 17 franchised operations across the UK and the Channel Islands this year alone."

Tom continues "Our franchisees in Belfast epitomise the strength and depth that we look for in new franchisees – a hunger to be successful, a desire to ensure the very best in espresso coffee, but most importantly the drive to take advantage of the fantastic business opportunity that is Cafe2U."

The anniversary was also well timed as Cafe2U met up with local Macmillan Fundraising Manager, Rosaleen to launch Cafe2U's involvement in Macmillan's Worlds Biggest Coffee Morning on Friday 26 September 2008. After the success of last years fundraising efforts Cafe2U will once again help raise funds for this very worthwhile cause.

World's Biggest Coffee Morning is one of the biggest fundraising events in the UK, with an estimated 2 million people raising their mugs for Macmillan last year. Every year 270,000 people are diagnosed with cancer in the UK. Macmillan's aim is to support every one of those people and their friends and families too.

Tom explains the importance of this event, "By holding the coffee mornings nationwide for Macmillan each of the Cafe2U franchisees and their respective customers will be able to do their bit to help improve the lives of people living with cancer."