



MEDIA INVITE

Eeeeeugh! – << >> parents try the bitterest substance in the world!

Date: << >>

Time: << >>

ADDRESS: << >>

You're invited to come and photograph the mums and dads of Springfield Nursery sampling the bitterest substance in the world.

As part of Child Safety Week 2014 they will be taking part in the Bitrex Taste Test. Bitrex is a safety additive used in potentially harmful household products to prevent accidental swallowing by children.

Jane Smith Co-ordinator at Springfield said –

'We are always keen to support Child Safety Week and the Taste Test is a great way to spread the message. It's difficult to keep a straight face when you try the bitterest substance in the world so there are always lots of funny faces and laughs.

'But it's also spreading a serious message about keeping children safe from harmful products

'Come and join us – and maybe sample Bitrex too!'

RSVP to <<email and phone number >>