

# THE BREAD BAKERS GUILD OF AMERICA

*shaping the knowledge and skills of the artisan baking community through education since 1993*

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**For Immediate Release**

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## **THE BREAD BAKERS GUILD OF AMERICA'S FUNDRAISING CAMPAIGN RECEIVES \$60,000 GOLD-LEVEL PLEDGE FROM KING ARTHUR FLOUR**

**September 2009, Sonoma, CA** - The Board of Directors of The Bread Bakers Guild of America is pleased to announce that the King Arthur Flour Company has pledged \$60,000 to The Guild's 2010-2012 fundraising campaign, renewing their Gold Partner status.

The Bread Bakers Guild of America is the premier source of artisan baking education in the baking industry. Pledge donations are crucial to The Guild's operations and make up about 35% of its funding. The largest contributors to The Guild are designated Metal Level donors: Platinum, Gold, Silver, and Bronze.

King Arthur Flour, a longtime Gold Partner, has also demonstrated its support for The Guild by contributing facilities, ingredients, resources, and instruction time for Guild Master Classes and other events. King Arthur joins General Mills, a Platinum Partner pledging \$120,000, as well as 28 individual and company donors whose pledges have helped The Guild to achieve two-thirds of its goal for the fundraising cycle 2010-2012.

The Guild's fundraising campaign will continue through 2009 with a budgeted campaign goal of \$450,000. Donations will fund Guild-sponsored events during the next three years, including Master Classes, baking education lectures, mill tours, Guildhall Gatherings, Bread Bakers Guild Team USA 2010, the international Louis Lesaffre Cup, and Camp Bread 2011.

The Bread Bakers Guild of America is a non-profit organization comprised of professional bakers, farmers, millers, suppliers, educators, students, home bakers, technical experts, and bakery owners and managers who work together to support the principle and the practice of producing the highest quality baked goods. It was formed in 1993 to shape the skills and knowledge of the artisan baking community through education.

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