

**magic
breakfast**
fuel for learning

Magic Makers

2026



Magic Breakfast, Fora, 42-46 Princelet Street, London, E1 5LP
Registered Charity No: 1102510 in England & Wales, SC048202 in Scotland

Social media

We're so excited to have you join us for Magic Makers, and we would love for you to share your experience on your social channels.

- **Make sure to post about Magic Makers on social!** Not only does it show the amazing work you're doing but it also raises additional awareness for Magic Breakfast.
- **It would be lovely if you could post images of the presents** (or even of the students so long as you have the right consent to follow your school's own safeguarding policies).
- **Please provide details.** Did you play an activity with the children that they loved? How did this experience make you and your students feel? Use the social copy we have provided below but also feel free to add a personal touch.

Safeguarding

Please, follow your school's safeguarding policy for posting photos of children and young people online. Photos you share online might be re-shared and used by corporate partners.

Please, check with the corporate partner in advance if they are happy to be named and tagged in your post. Ask your Magic Breakfast contact if you don't have their details.

Suggested social copy

If your event was in-person and you had visitors from the company on the day:

We're delighted to have taken part in **#MagicMakers** with @magicbreakfast and [Company Name] this Christmas! 🎄

[Company/partner name] visited our school at breakfast time, bringing festive magic to our school.

The team generously purchased and shared with our students [gifts/activity – e.g. books, games and activities]. The presents will help enrich our [breakfast provision/library provision/extracurricular provision] and give our students an extra reason to look forward to coming into school every morning.

A huge thank you to [company/partner name or tag social account] and @magicbreakfast for helping us make breakfast time even more magical! 💙

#MagicMakers #MagicBreakfast

If the gifts were posted to you:

We're delighted to have taken part in **#MagicMakers** with @magicbreakfast and [Company Name] this Christmas! 🎄

A team from the company generously purchased and posted to us [gifts/activity – e.g. books, games and activities]. The presents will help enrich our [breakfast provision/library provision/extracurricular provision] and give our students an extra reason to look forward to coming into school every morning.

A huge thank you to [company/partner name or tag social media account] and @magicbreakfast for helping us make breakfast time even more magical! 💙

#MagicMakers #MagicBreakfast

Our social handles:

X: [@magic_breakfast](#)

Instagram: [@magicbreakfast_uk](#)

Facebook: [@magicbreakfastuk](#)

LinkedIn: [Magic Breakfast](#)



Magic Makers 2026 – school press release

[School name] spreads festive cheer through Magic Makers

[Town/area], [date] – Pupils at **[school name]** are enjoying some extra festive magic this winter thanks to **Magic Breakfast's Magic Makers** programme.

As part of the initiative, **[school name]** was matched with **[company/partner name]**, who generously shared games and other resources worth over £400 for the school's enrichment provision.

The gifts, which included **[briefly list items, e.g. books, games and activities]**, were chosen to help enrich **[breakfast time/library time/extracurricular time]** and give children another reason to look forward to coming into school each morning.

[If applicable: Employees from **[company name]** also visited the school during breakfast to deliver the gifts and spend time with the school community.]

[Headteacher/principal name], [job title] at [school name], said:

"[Insert quote about what Magic Makers means to your school, the difference the gifts will make to breakfast provision and/or how much the children enjoyed the experience.]"

Magic Makers brings schools and corporate partners together to spread festive cheer while offering an enrichment opportunity for children and young people. Schools can choose from a range of suggested wish lists, including a books-only option, or create a personalised wish list based on what would be most valuable to their pupils.

[Optional quote from pupil/student or member of staff, if appropriate and permitted under the school's safeguarding procedures:]

"[Insert short quote.]"

[School name] would like to thank **[company/partner name]** and **Magic Breakfast** for helping to make breakfast time a little more magical this Christmas.

ENDS

Notes for schools

Please adapt this press release with your own school details and experience. You may wish to include:

- The name of your Magic Makers corporate partner.
- The gifts your school received and how they will be used during breakfast provision.
- A quote from your headteacher/principal or another member of staff.
- Details of a visit from the corporate partner, if applicable.
- A photograph of the corporate volunteers, taken with their permission, or another approved image supplied by Magic Breakfast.

Safeguarding: Please do not include photographs, names or identifying information about children unless this has been approved in accordance with your school's safeguarding and photography policies. Photos shared online might be used by companies for their own external communications.