



*GBB Media*

**PACK**

## Good Bitches Baking media pack

In the interests of keeping this as up to date as possible, this is just some of our key information with links below to more detail.

### TL;DR

Across the country, GBB is delivering kind moments every day of the year. We deliver home baking made by volunteers to organisations that have direct access to people having a tough time and are able to make sure it gets to those that really need a treat.

### Who we are

We're on a mission to make Aotearoa the kindest place on earth.

Good Bitches Baking is a kindness network, sharing a bit of sweetness with people having a tough time in our communities. And there are plenty of people out there having tough days: families with children in hospital; people using food banks and soup kitchens; residents in hospice and their loved ones; women and children fleeing domestic violence; young people finding their feet; and many more.

We have a growing army of Good Bitches working with us to achieve that goal – at current count, more than 3000 New Zealanders are part of the GBB team, from Whangārei to Invercargill.

Each month, our 28 Chapters deliver more than 1300 sweet treats to about 285 recipient organisations who distribute it to the people using their services. That's a lot of layers of kindness being spread around the country.

People tell us that knowing someone cared enough to make them a treat helped them through the toughest of days.

We know that kindness matters.

[More information about how GBB came to be is here](#)

Information about our [Prison Break programme is here](#) and our [Cup of Sugar programme is here](#)

### What's in a name?

To us, calling someone a Good Bitch is high praise. It packs a whole lot more punch than "you're a nice person" and it implies action, hard work and even humility. Put simply, a Good Bitch is someone who just goes about getting stuff done, no mucking around.

We know for a fact that our name has played a critical role in the extraordinary growth we've seen since the day we first put out a tentative post on Facebook. "Marie and Nic's Baking Circle" just wasn't gonna cut it.

[More information about our name is here](#)

## Our people

GBB was founded by Nicole Murray and Marie Fitzpatrick and is overseen by a voluntary board of seven people. HQ has three paid staff – the general manager, marketing and communications manager, and programme coordinator – and a pretty big group of volunteers who run our social media, design our beautiful artwork, manage projects, and much more.

Around Aotearoa we have more than 3000 Good Bitches who make up our 28 Chapters and provide about 1300 baked goods to about 285 Recipients each month.

[A list of our Chapters is here](#)

[Bios for the board and HQ staff are here](#) (headshots are available on request)



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**good bitches**

BAKING