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**BIT OF BRITAIN EMBRACES THE HOLIDAY SPIRIT WITH A CAN DRIVE**

*Through utilizing social media, Bit of Britain will donate cans to the Chester County (PA) Food Bank*

Oxford, PA – From December 1 through the end of the holiday season Bit of Britain will be donating one can to the Chester County Food Bank for every new person who follows them on Facebook and Twitter.

According to Larry Welsch, Executive Director of the Chester County Food Bank, there are over 70,000 people in the county who rely on them for food. Furthermore the need in the county continues to rise and the food bank hasn't seen any decline in over a year.

"We work with over 27 food cupboards and over 50 meal sites in the county," Welsch said. "The state budget we rely on has gone down so we are relying on more donations so it is absolutely huge for us to do food drives. We couldn't do it without the community."

Bit of Britain chose donating to the Chester County Food Bank because those cans will then be distributed to local food banks throughout the county.

"We at Bit of Britain have always thought it important to give back to our customers, so why not give back to the community as a whole," said John Nunn, owner of Bit of Britain. "I believe as a local business owner it is important to show those around you that you care."

So for 25 days, for every new person who "follows" Bit of Britain on Twitter or "likes" them on Facebook, Bit of Britain will donate one can to the Chester County Food Bank. The company's Facebook page can be found at [www.facebook.com/BitofBritain](http://www.facebook.com/BitofBritain) and on [@bitofbritain](http://www.twitter.com).

Bit of Britain will also be accepting donations at their Oxford, PA store location.

Bit of Britain  
141 Union School Road  
Oxford, PA 19363  
888-442-5015  
[www.bitofbritain.com](http://www.bitofbritain.com)



For more information regarding the can drive or Bit of Britain please contact [molly@bitofbritain.com](mailto:molly@bitofbritain.com) or 610-998-0400x26.

#### About the Chester County Food Bank

The Chester County Food Bank is a non-profit organization that collects, grows, processes, stores and distributes food to those who serve the hungry of Chester County, Pennsylvania. They distribute over 1,200,000 pounds of food per year to over 65 organizations that include food cupboards, meal sites and non-profit organizations. Using donations the food bank receives TIME, FOOD and MONEY, and their mission is to feed the over 40,000 local households that don't have enough food. For more information please visit [www.chestercountyfoodbank.org](http://www.chestercountyfoodbank.org) or find them on Facebook.

#### About Bit of Britain

Bit of Britain was formed in 1985 by a veterinarian who sold primarily to racetracks in the Northeast. In 1991, John Nunn, who had trained race horses for 15 years, purchased the company. John had greater plans for the company than just selling to racetracks, thus he found a niche in selling to eventers as very few retailers were doing so. Furthermore, John developed a wholesale company which manufactures top-quality leather products for the average eventer. For 25 years now John's reputation for selling trusted, well-made products has not wavered allowing Bit of Britain to be the leading retailer for the eventing community. For more information visit [www.bitofbritain.com](http://www.bitofbritain.com).

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