



## **Quizzing supremo Mark Labbett – aka The Beast- supports the World's Biggest Pub Quiz**

Mark Labbett, better known as 'The Beast' from ITV's quiz show 'The Chase', is hoping people will get behind the World's Biggest Pub Quiz. The Quiz is taking place between 8-12 March, with more than 1,600 pubs across the UK signed up to take part so far.

This year's charity partner is Action Against Hunger, a charity that specialises in treating children facing life-threatening hunger. Pubs can choose to support Action Against Hunger or a charity of their choice.

Pubs can still register to take part in the quiz by visiting [www.pubaid.com/quiz](http://www.pubaid.com/quiz)

### **Commenting on the World's Biggest Pub Quiz, Mark Labbett said:**

"This campaign combines two quintessentially British pastimes: pub quizzes and supporting great causes.

"There perhaps isn't a better excuse to get down the local pub. Not only is it an opportunity to flex those quizzing muscles, you'll also be supporting great causes like Action Against Hunger.

"It's an absolute no brainer and I urge everybody to get involved."

The event is the brainchild of PubAid, an organisation established to highlight UK pubs as a force for good in their local communities. Every year, pubs across the UK raise more than £100 million for good causes and support grassroots sports to the tune of £40 million.

Last year's quiz saw more than 1,500 pubs taking part, raising an incredible £230,000. That brings the total raised since its inception in 2016 to more than £750,000.

This year's Charity partner, Action Against Hunger, specialises in treating young children facing malnutrition, a disease which is responsible for almost half (45 percent) of all deaths of children under 5. In fact, malnutrition causes more deaths of young children than Malaria, Tuberculosis and HIV combined.

Those pubs choosing to support the charity will be helping to save the lives of children who are facing life-threatening hunger.

**Matt White, Director of Fundraising at Action Against Hunger UK said:**

“We are thrilled to have been chosen as the charity partner for PubAid’s “World’s Biggest Pub Quiz.

“Climate change and conflict has seen global hunger levels grow for the third consecutive year. This is incredibly concerning when you factor in the fact that almost half of all deaths of babies and young children are as a result of malnutrition.

“This is something that we need to be talking about and where better place to start that conversation than down the pub.

“Here’s hoping that lots of pubs choose to support our mission. Every £1 raised for Action Against hunger will pay for a days-worth of treatment for a child facing life-threatening hunger.

As well as pubs, this year has also seen local community groups and restaurants getting in on the action, testament to the quiz’s growing appeal.

**For more information, please contact:**

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NOTES TO EDITORS

To find out which pubs in your area are taking part, visit:

<https://worldsbiggestquiz.pubaid.com/search>

**About PubAid**

**PubAid** is a working party created in 2009 to highlight UK pubs as a force for good in their local communities, sharing the message that they raise over £100m per year and contribute £40 million to grassroots sport. PubAid runs the World’s Biggest Pub Quiz, which takes place every March.

**About Action Against Hunger UK**

Action Against Hunger is the world’s leading charity in the fight against child hunger, treating more young children for life-threatening hunger than any other charity.

In 2018 Action Against Hunger supported more than 21 million people across 47 countries.