

Media information

14 September, 2017

On RUOK Day we hope you will enjoy these cupcakes compliments of Miss Maud to help spread the RUOK message and start the conversation.

RUOK DAY asks people to talk to each other with Miss Maud offering a sweet way to start the conversation

RUOK has become a shorthand for letting people you know you care about them. A way to show you are there for a talk if a friendly ear is needed.

Yet as simple as the question may be, sometimes people can be reluctant to start the conversation for fear of offending the very people they want to help.

So, on RUOK Day (Thursday 14 September) Maud Edmiston, better known as Miss Maud and her staff have drawn on their recognition of the benefits of 'coffee cup conversations' to encourage the community to reach out to others and start a conversation to support friends and colleagues, in a way they hope will encourage more people to ask the all important question, RUOK?

"We felt that the cupcake would be a helpful way for our customers to reach out and ask this important question without fear of being intrusive," said Miss Maud.

"We know that some people have found it easier to ask the question by using our little cupcake as a way of expressing their feelings so we created it as a simple way of helping people start a conversation and we hope will be helpful," she said.

The hospitality leader said that over more than forty six years she had seen the benefits and heart-warming effects that can come from people communicating over a cup of coffee, whether catching up to find out what was going on in the lives of those around them, discussing what's on their mind or marking milestones and that the opportunity for people to share their thoughts, ideas and concerns and feel a connection with others could change lives for the better.

"Catching up with friends, family or business colleagues over a cup of coffee is part of Perth's culture and our coffee houses have seen and nurtured every type of conversation from one on one chats and family gatherings to massive community exchanges at election time. We hope that RUOK Day with its powerful messages will foster even more conversations and connections," she said. (ENDS)

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Further information:

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