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More photos available upon request

Cupcakes Combat Coronavirus Confinement

Who doesn't love a cupcake? And who wouldn't have their heart warmed by the sweet gesture of having one personally delivered? What a pleasant surprise during these days of isolation!

Sweet Monday, a grassroots women's ministry founded in Richmond, Va., a quarter century ago, is starting a movement!

Project Cupcake is designed to help women develop and deepen outreach opportunities and relationships with friends, colleagues, and strangers in their communities. Just as Samaritan's Purse provides empty shoeboxes for Operation Christmas Child®, Sweet Monday provides all-inclusive kits – clear cellophane bags, labels, and instructions – free of charge, to be filled by the participants and delivered to their “neighbors.” Participants can also sign up to receive Project Cupcake labels and directions sent directly to their email inbox.

Especially in this era of social distancing, Project Cupcake offers a tasty and tangible way to connect with each other and with Christ. Crossing party lines and front lawns, women everywhere can drop off sweet treats and heartfelt notes at the doorsteps of friends and neighbors. This simple act can lead families to life-changing relationships with one another and with Christ.

Project Cupcake will extend throughout Sweet Monday's silver anniversary year. The goal is to distribute at least 25,000 Project Cupcake bags worldwide as a means of combating the loneliness that has become an epidemic in our modern society – before, during, and after the COVID-19 pandemic.

Encourage and invite family, friends, your church and members of your communities to participate in this sweet project. It's a great way to show your appreciation to health care workers and others on the frontlines of fighting this virus. Or, maybe a laid-off worker needs to be cheered.

To receive free Project Cupcake kits, simply go to www.sweetmonday.org/projectcupcake and request as many as you would like.