



**WE'D LOVE TO HELP
YOU CREATE
ENGAGING CONTENT
AND VALUABLE
EXPERIENCES FOR
YOUR AUDIENCE**

Baker Girl Lou x

CAKE 2 THE RESCUE - MEDIA & SPEAKER KIT

In this kit, you'll find out more about Lou Duggan, AKA Baker Girl Lou, and her successful DIY cake kit business: [Cake 2 The Rescue](#).

We've outlined key information, and opportunities for media and podcast appearances, brand ambassador roles and event appearances.

Having helped more than 40,000 families pour their love into a homemade cake, Lou's built a thriving family-run business, and is a big believer in embracing imperfection, being vulnerable, and celebrating successful women in business.

“CAKE 2 THE RESCUE IS ABOUT EMBRACING THE IMPERFECT PERFECTION OF OUR MESSY, BUSY LIVES, AND HAVING FUN ALONG THE WAY. IT'S ABOUT MAKING MEMORIES AND FEELING GOOD ABOUT OURSELVES”

LOU DUGGAN

MEET BAKER GIRL LOU

Lou created her business to rescue families from the stress of cake making.

“But really, Cake 2 the Rescued rescued me. Before launching Cake 2 the Rescue, I was feeling completely lost. With three young kids at home, my previous careers in engineering and interior design didn’t seem to fit with my newly hectic ‘mumlife’.

And I hated the stress and shame I could see in the mums around me. Feeling like they had to achieve some kind of impossible perfection to fit into the Instagram-worthy lifestyle being touted on social media. I wanted to help them embrace their chaos and channel their love into something productive and achievable,”

LOU DUGGAN



So Cake 2 the Rescue was born. It’s all about hero status for minimal stress, achievable for all levels of baker.



Originally from Scotland, Lou now lives on the Gold Coast and has called Australia home for 25 years.

As a mum to three gorgeous teenage daughters, Lou knows all about the juggle of managing family life and work life.

She's a creatively-minded entrepreneur with plenty of business smarts and hands on experience to share on what it really takes to successfully launch a new product to the market.

“AS AN ENTREPRENEUR, I LOVE THAT MY BUSINESS LET’S ME MIX CREATIVITY WITH STRATEGY. NO TWO DAYS ARE THE SAME - I COULD BE DESIGNING AND SKETCHING NEW CAKE KIT IDEAS ONE DAY, AND ELBOW-DEEP IN BUSINESS PLANNING THE NEXT.”

LOU DUGGAN

THE CAKE 2 THE RESCUE CONCEPT



JUST ADD EGGS, MILK AND BUTTER...

Everything else you need is in the box - from the pre-coloured fondants to the silver cake board for you to present your beautiful creation on! Even a disposable baking box!

All delivered to your door, so you can create cake-fuelled memories for your loved ones.



OUR BUSINESS DIGITS

10Y IN THE BAKING

11K FACEBOOK
GROUP MEMBERS

40K DIY CAKE KITS
SOLD

60K FACEBOOK
PAGE FOLLOWERS

65% GROWTH
DURING COVID



OK, BRACE FOR A LITTLE FLEXING

AWARDS WE'VE WON



WE'VE WORKED WITH



WELCOME TO THE KINDEST PLACE ON FACEBOOK

The welcoming and supportive Cake 2 The Rescue Support Group is home to more than 11,000 members. A place which celebrates imperfection and is full of people cheering on total strangers, and making new friends. A reflection of our philosophy.

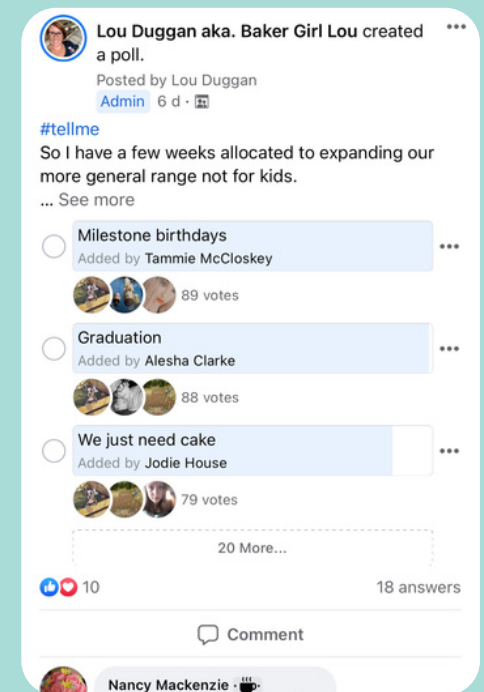
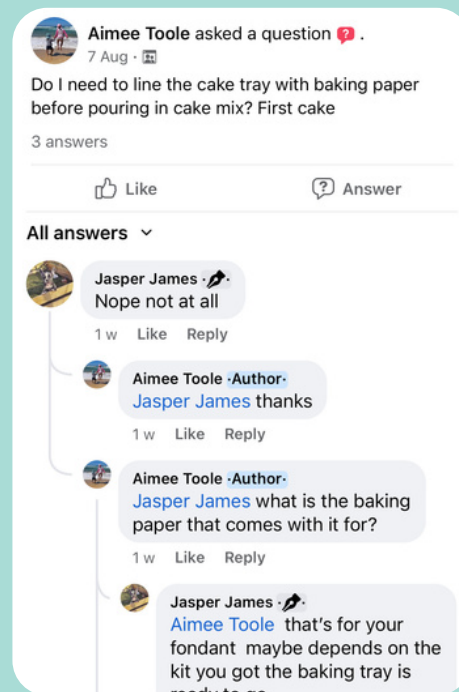
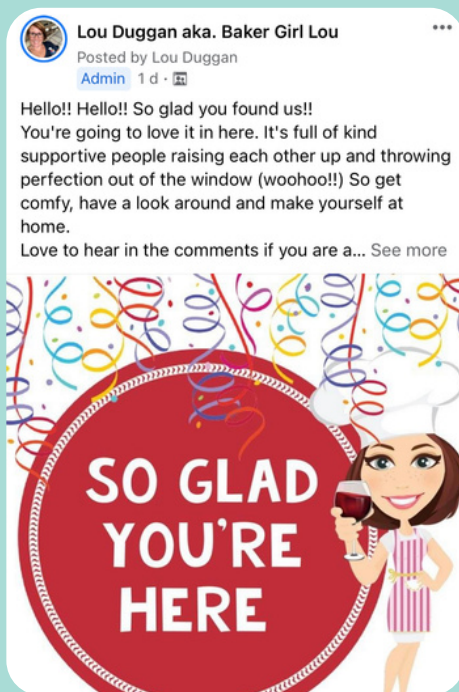
We recognise that social media has placed unrealistic expectations on parents, but that our kids don't see the crumbs in the icing. They love us for being imperfectly perfect. So our group is all about raising each other up, and creating a place which is safe and supportive. Our community calls it the kindest cake group on Facebook.

[VISIT US](#)



“I LOVE THAT WE HAVE THIS LOYAL AUDIENCE, WHO COME BACK TO OUR CAKE KITS TIME AND AGAIN. WE’VE CREATED A PLACE WHERE OUR IDEAL CUSTOMERS CAN ASK QUESTIONS, SHARE FEEDBACK AND COMMENT ON OUR IDEAS. ECOMMERCE IS OFTEN THOUGHT OF AS FACELESS SHOPPING, WE ARE THE OPPOSITE.”

LOU DUGGAN



CUSTOMER LUUUURVE

The Cake 2 The Rescue community is full of big fans and repeat customers. Here are some recent kind words - we have plenty of customers available as case studies and for testimonials with the media if needed.

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"Not sure what kit number I am up to now.... maybe 6 but every time I feel like a master baker!! Thank you soooo much for all the joy you bring to our occasions and for allowing us to make the best homemade cakes!!"

Cathy Cassar

"I'm lost for words!
My husband does not cook.
If he does it's always burnt!!
It was amazing hearing the laughs coming from these two while they were making this gorgeous cake.
It's the best Mother's Day present I ever had, not just the cake but the beautiful memories they've made for us all."

Rissa Walters

”

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"Absolutely love these cake kits, it makes me feel like I've achieved something amazing for my children on their birthdays and I hope it's something they will always remember like I do with my childhood birthday cakes!"

Emmah Ellis

WAYS YOU CAN WORK WITH US



GUEST ARTICLE CONTRIBUTIONS

MEDIA INTERVIEWS

BRAND AMBASSADOR

PODCAST GUEST INTERVIEWS

DEMONSTRATING AT EVENTS

SPEAKING AT EVENTS

GIVEAWAYS & COMPETITIONS

WHAT LOU LOVES TO SPEAK ABOUT

Lou is an engaging and experienced speaker - having spoken at events for both parenting and business audiences, including the What's On 4 Kids conference and Gold Coast Demo Day at Bond University.

Her favourite speaking topics include:



- **THE EASIEST WAY TO MAKE AWESOME KIDS CAKES AT HOME**
- **EMPOWERING PARENTS TO LOVE THEMSELVES AND EMBRACE IMPERFECTION**
- **CONFESSING ALL THE WAYS I STUFFED UP MY BUSINESS BEFORE FINALLY GETTING IT RIGHT**
- **DISCUSSING WHY ENTREPRENEURSHIP IS THE PERFECT FIT FOR THE MODERN MUM**
- **SHARING HOW TO BUILD A BEAUTIFUL COMMUNITY TO SUPPORT AND GROW YOUR BRAND**

VULNERABILITY IS MY SUPERPOWER

"I've come to realize that if I show up for my community as the truest version of myself then everyone else has the confidence to be themselves too. All of a sudden we can all let our guard down and breathe a sigh of relief."

Baker Girl Lou x



"Lou Duggan is an inspirational and authentic human who speaks from the heart. I asked her to speak at Gold Coast Demo Day to represent the "everyday entrepreneur" and she was the star of the show: she connected with the audience and captured their attention and imagination. Lou wins people over with her smiling eyes and her genuine interest in others, and they always benefit from their time with her."

DR BADEN U'REN
Bond University



"Saw Lou speak for the first time this weekend at the What's on 4 Kids Conference on the Gold Coast. Absolutely fantastic and truly inspirational, by far my favourite speaker of the conference."

CHANTELLE RICHARDS
Messy Mats Perth

READY TO FIND OUT MORE?

WE'D LOVE TO HEAR FROM YOU

For all press, media, sponsorship and partnership enquires email us at the link below.
We'd love to hear from you.

[EMAIL US](#)

PREFER TO CHAT?

Prefer to chat in person? No worries, contact

Erin Huckle at Chuckle Communications:
0432 213 506

SHARE YOUR BRAND WITH OUR COMMUNITY

[DOWNLOAD OUR SPONSORSHIP KIT](#)