

Church Livid Cadbury Removed 'Easter' From Holiday Tradition

The National Trust removed "Easter" from its egg hunt holiday tradition, infuriating Church of England officials. The hunt, in partnership with Cadbury eggs, will take place across England and Scotland.

The Archbishop of York John Sentamu said the move was like "spitting on the grave" of the firm's Christian founder, John Cadbury.

If people visited Birmingham today in the Cadbury World, they will discover how Cadbury's Christian faith influenced his industrial output.

He built houses for all his workers, he built a church, he made provision for schools. It is obvious that for him Jesus and justice were two sides of the one coin.

To drop Easter from Cadbury's Easter Egg Hunt in my book is tantamount to spitting on the grave of Cadbury.

Originally, the egg hunt was called "The Great Easter Egg Trail." This year, the National Trust reportedly wanted to include more faiths in the activities, and swapped the name to the "Great 'Cadbury' Egg Hunt." Despite dropping "Easter" from the official name, the word is printed all over promotional fliers.

"It's not true to claim that Easter does not feature in our marketing communications or on our products. It's stated clearly in our communications—included a number of times across promotional materials, including our website and even embossed on many of the eggs themselves. Our Easter egg

packaging also carries the word Easter, and these products are only available at this special time of year. Our Easter partnership with the National Trust is also synonymous with Easter, and we make it clear throughout materials that it is an egg hunt, for families, at Easter,” Cadbury said in a statement. {eoa}