

## **MEDIA RELEASE – AUGUST 2006**

### **KIDS “GET ON BOARD AND WIN” CANTEEN CAMPAIGN.**

In an effort to help combat the rising number of children developing obesity, cholesterol and diabetes, primary schools across NSW, ACT & QLD are taking a leading role in promoting fresh fruit & vegetables to children through their participation in the *Fresh For Kids* “Get on Board & Win” canteen campaign, run by Sydney Markets Limited.

Yearly Canteen Campaigns conducted by Sydney Markets’ *Fresh for Kids* Program have resulted in increased sales of fresh fruit and vegetables within primary school canteens. Positive feedback from Canteen Managers in the 2005 “Peel A Prize” campaign reported an 87% increase, or double to triple pre-campaign numbers of fresh fruit and vegetable purchases.

Through the 2006 'Get on Board and Win' campaign children are rewarded each time they decide to purchase fresh fruit or vegetables from their school canteen by receiving a *Fresh for Kids* boarding pass, sticker and a token sticker, this token sticker is then placed on the Boarding Pass. Once they have collected all 4 token stickers they are again rewarded with one of 6 *Fresh for Kids* wristbands and are eligible to enter the draw to win some fabulous prizes. The “Get on Board & Win” campaign will be held in over 1,000 primary school canteens across NSW, ACT and QLD.

“The canteen plays an important role in influencing what our children eat during the day. It is one of the few places where children make an autonomous decision on what to purchase. Past campaigns have proven that children will purchase fresh fruit & vegetables if we remind them in a fun and interactive way” said Marina Elyeh, *Fresh For Kids* Marketing Programs Manger.

Sydney Markets Limited has welcomed the participation of Sony Pictures Home Entertainment and Sea World Nara Resort as both companies support this program and have donated major prizes for the draw including 6 *Zathura* Family DVD packs valued at \$1,194 and 2 Family Trips to the Gold Coast valued over \$4,000. Other prizes include 12 Rebel Sport Gift Cards and 10 Nano iPods.

Ms Elyeh is confident the 2006 “Get On Board & Win” campaign will outdo all previous campaigns, including last year’s 2005 “Peel A Prize” Canteen Campaign in which 48,000 entry forms were received from participating canteens in NSW & ACT.

The “Get on Board & Win” campaign commences on Monday 21 August 2006 and concludes Friday 15 September 2006.

#### **For more information:**

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#### **Editor’s Note**

Developed in 1997, the *Fresh For Kids* Program was created by Sydney Markets Limited to educate children of the benefits of a diet rich in fruit and vegetables and to help increase consumption of fresh produce by primary school aged children.

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