

MEDIA RELEASE – 28 SEPTEMBER 2006

Sydney Markets Limited Is a Winner www.freshforkids.com.au Wins Coveted Award

The Sydney Markets www.freshforkids.com.au website has for the second time won the prestigious Award for Best Food-based Website in a national competition organised by the Food Media Club of Australia.

This website was created for the Sydney Markets “Fresh for Kids” Program, the objectives of which are to increase fruit and vegetable consumption by school aged children, and to promote a healthy lifestyle that incorporates regular physical activity teamed with a diet rich in fresh fruit and vegetables.

The website is designed for children aged 5 – 12 years, and was developed as a teaching and learning tool for children, their parents and teachers. It continually evolves to encourage a high level of return visits and the site is updated each school term with fruit and vegetable information, recipes, games, competitions, sporting celebrity interviews, and healthy canteen suggestions.

Marina Elyeh, “Fresh For Kids” Program Manager says “It is a fantastic achievement to be acknowledged by the Food Media Club of Australia as having the best food-based website in Australia, and to see the popularity of our interactive website growing year after year”.

The Fresh for Kids Program comprises numerous components that work both together and independently to promote a healthy diet rich in fruit and vegetables and an active lifestyle:

- www.freshforkids.com.au - the multi-award winning interactive, fun and educational website
- The F & V Gang® - a lovable group of life-size fruit and vegetable characters. There are currently 5 members of the Gang: Summa Strawberry®, Captain Capsicum®, Megabite Apple®, Oscar Orange® and Tamara Tomato®.
- A major sponsorship of the School Sports Foundation
- A Canteen Program that encourages kids to make healthy choices

A quarterly Canteen Fresh brochure that provides inspiration and shows that fruit and vegetables can be easy to prepare.

Marina would like to thank Sydney Markets Wholesalers, industry groups and associated businesses that support the program.

Sydney Markets Limited owns and operates Australia’s largest market and is recognised as a world leader in fresh produce and community market management. Each year, more than 2 million tonnes of fresh fruit and vegetables are sold through the Sydney Markets.

For more information, check out the award winning website at www.freshforkids.com.au or contact: Marina Elyeh, Fresh for Kids Program Manager, on 9325 6830 - 0407 325 295 or Retina Hong, Communications Manager, Sydney Markets Limited on 9325 6201 - 0418 223 579.



Main Office
Level 3
Sydney Markets Plaza
PO Box 2
Sydney Markets NSW 2129
Tel: (02) 9325 6200
Fax: (02) 9325 6288
info@sydneymarkets.com.au
www.sydneymarkets.com.au