

MEDIA RELEASE – July 2007

SCHOOL CHILDREN CHALLENGED TO BUST THE FRUIT AND VEG MYTH

Local primary school children are being challenged to join over one million pupils to embrace healthy eating habits and eat more fresh fruit and vegetables.

With the 2007 Fresh for Kids Canteen Campaign kicking off this week in New South Wales, parents will no longer have to cohearse their kids to eat more greens with school children being rewarded every time they chose a healthy option and purchase a piece of fresh fruit or vegetables from their school canteen.

The Campaign, run by Sydney Markets Limited, has encouraged over one million school children to embrace healthy eating since it started in 2000.

Last year nearly a quarter of a million school children across New South Wales, ACT and Queensland got behind the campaign, with school canteens having to order fresh produce in record numbers to meet the demand as fresh fruit and veg sales increased by 62 percent.

This year Sydney Markets is challenging school children to quash that number and eat even more greens.

Marina Elyeh, Marketing Programs Manager of Sydney Markets Limited said; “This campaign busts the myth that children don’t want to eat their greens, with the Fresh for Kids Canteen Campaign designed to make eating healthy food fun and establish a lifelong healthy relationship with fresh produce.



Being overweight or obese can affect both the physical and mental wellbeing of a child and it's a proven fact that developing good nutritional habits early is one of the key ways to avoid both obesity developing and progressing into adulthood."

School children across New South Wales will be getting in a spin with this year's specially designed spinning tops and stickers that can be exchanged for entry into a prize draw to win everything from iPods to a family holiday at Sea World.

Also back this year, redesigned with an fresh new look are the Fresh for Kids Fruit and Vegetable Gang; Megabite Apple, Oscar Orange, Summa Strawberry, Tamara Tomato, Captain Capsicum and Bazza Banana making an appearance on the Fresh for Kids Canteen Campaign award winning website (www.freshforkids.com.au), which gets an average of 800,000 people logging on every year.

For further information please contact:

Marina Elyeh, Marketing Programs Manager (02) 9325 6830