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## FRESH FOR KIDS CROWNED NUMBER 1 FOOD BASED WEBSITE IN AUSTRALIA – AGAIN!

The Sydney Markets [www.freshforkids.com.au](http://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, and judged by the who's who in the Food Media.

Since its creation some 11 years ago, others have implemented similar websites, but none the less Fresh for Kids gets stronger and stronger each year, with new concepts, ideas and increasing hits, confirming it's a winner not just with kids but for teachers and parents alike.

The [www.freshforkids.com.au](http://www.freshforkids.com.au) site is an integral part of Sydney Markets Fresh for Kids program that actively strives to increase fruit and vegetable consumption amongst school aged children by promoting a healthy lifestyle that incorporates regular physical activity teamed with a diet rich in fresh fruit and vegetables.

In accepting the award on Saturday 27th September at the presentation dinner held at the Sydney Convention Centre, Darling Harbour, Melissa Kolc, Sydney Markets Marketing Programs 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 especially given the high level caliber of other websites."

"The Fresh for Kids website is designed to appeal to children 5–12 years, it is colourful, interactive and continually evolves; it attracts a high level of return visits with an average of around 1.8 million hits per month. We update the site each school term adding more fruit and vegetable information, recipes, games, competitions, sporting celebrity interviews and healthy canteen menus."

The Fresh for Kids Program is a free network for primary schools which provides resources to aid in educating kids in a fun way about the benefits of eating a diet rich in fresh fruit and vegetables.

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

- Fresh for Kids website - [www.freshforkids.com.au](http://www.freshforkids.com.au)
- Recipes for Kids
- The F & V Gang™ costume characters
- Annual school Canteen Campaign
- Canteen Fresh Newsletter
- School Sport Foundation sponsorship

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.



The award winning website [www.freshforkids.com.au](http://www.freshforkids.com.au)

For more information, check out the award winning website at [www.freshforkids.com.au](http://www.freshforkids.com.au) or contact: Melissa Kolc, Marketing Programs Manager P) 9325 6830 M) 0407 325 295 E) [melissa.kolc@sydneymarkets.com.au](mailto:melissa.kolc@sydneymarkets.com.au)