



Monday, 31 May 2010

Kids join the 'Chow Down' on 200,000 fruit and vegies in 20 days

School canteens urged to take up Fresh for Kids 'Chow Down & Win' Canteen Campaign challenge

Primary school students are challenged to 'Chow Down' to set a new record for eating fresh fruit and vegies at school in the 2010 Fresh for Kids 'Chow Down & Win' Canteen Campaign.

In 2009, 591 schools and over 196,000 students participated in the challenge and over 160,000 pieces of fruit and vegetables were eaten in schools across NSW and the ACT.

In 2010 Sydney Markets Fresh for Kids Canteen Campaign calls on even more NSW and ACT schools to get involved, aiming for a record of 200,000 pieces of fruit and vegetables to be consumed.

To participate in the campaign, schools must register by Friday, 23 July. To register, visit www.freshforkids.com.au or call (02) 9325 6295.

Melissa Kolc, Marketing Programs Manager for Sydney Markets Limited said since 2000, the canteen challenge has encouraged more than 835,000 children to eat fresh.

"There's nothing like a bit of healthy competition to get kids excited about fresh food! While students learn about fresh produce in the classroom during the Healthy Kids Association and Cancer Council NSW Fruit 'n' Veg Month, it's an ideal time for canteens to come on board and give kids the opportunity to taste a variety of fresh produce in their lunches.

"Schools don't have to do it alone, our website (www.freshforkids.com.au) is full of ideas and supporting resources. I challenge all school canteens to register for Fresh for Kids 'Chow Down & Win' Canteen Campaign and have some fun with the competition," Ms Kolc said.

During the Canteen Campaign students are encouraged to follow the lead of Cartoon Network budding chef, Chowder, and explore the delicious flavours of fresh food while getting to know the Fresh for Kids Fruit & Veg Gang including Oscar Orange, Summa Strawberry, Tamara Tomato, Megabite Apple, Captain Capsicum and Bazza Banana.

Simply by purchasing fresh fruit and vegetables from their school canteen during the Canteen Campaign challenge and collecting token stickers along the way, students go into the running for great prizes including a holiday to the Gold Coast, including return economy airfares for four people, three nights' accommodation, passes to Warner Bros Movie World 'Hollywood on the Gold Coast', Wet 'n' Wild and Sea World, as well as transfers.

Students also have the chance to win one of three Chowder themed Acer laptops; ten Cartoon Network DVD Packs; 20 Chowder prize packs; five Apple iPod Shuffles and heaps of Fresh for Kids crazy straws!



In 2010, current discus World Champion Dani Samuels, Australian Netballer Susan Pratley and former Olympic swimmer Craig Stevens are ambassadors for the campaign in conjunction with the NSW Premier's Sporting Challenge.

Mr Stevens, a two-time World Championship gold medallist and Olympic silver medallist, said: "Healthy eating gives you the best start to the day and the energy to get out and enjoy an active lifestyle. I hope all primary schools get involved and give their students a head start on a healthy life".

The Fresh for Kids Canteen Campaign runs from Monday 30 August to Friday 24 September, 2010. Prizes will be drawn on Wednesday 27 October, 2010.

Ends

About Fresh for Kids

Developed in 1997, the Fresh for Kids program was created by Sydney Markets Ltd to help school-aged children achieve a healthy lifestyle by encouraging them to eat plenty of fresh fruit and vegetables and participate in regular physical activity. Of the schools that took part in 2009, an outstanding 97 per cent of canteen managers reported an increase in students buying fruit and vegetables.

In 2010, Fresh for Kids has partnered with the Healthy Kids Association and Cancer Council NSW Fruit 'n' Veg Month, as well as Chowder from the Cartoon Network. Chowder is a young cooking apprentice to a magical chef. He's known for slicing, dicing and constantly causing trouble in the kitchen.

About Sydney Markets Limited

Sydney Markets Limited owns and operates Australia's largest market and is recognised as a world leader in fresh produce and community market management.

About Fruit 'n' Veg Month

Fruit 'n' Veg Month aims to teach students about healthy eating and experience fruit and vegetables they may have never tasted by introducing fruit and veg into the classroom curriculum. Schools are encouraged to register to receive the classroom pack to extend the reach of these important nutrition messages. To register for a classroom pack schools can call Healthy Kids Association on 9876 1300 or info@healthy-kids.com.au.

About New South Wales (NSW) Premier's Sporting Challenge

The NSW Premier's Sporting Challenge is open to all NSW public school students and includes a range of initiatives with one common purpose - to have more students, more active, more of the time! In 2010, over 188,000 students from more than 870 schools will participate in the Challenge.

About Cartoon Network

Cartoon Network (www.cartoonnetwork.com.au) is one of the most popular entertainment channels among kids and is currently seen in over 2 million homes in Australia, covering all subscription platforms. The Network is distributed on Austar, Foxtel and Optus. The channel showcases the most popular cartoons today, including Chowder.

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