

IMMEDIATE RELEASE

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'ALL POWERED UP!'

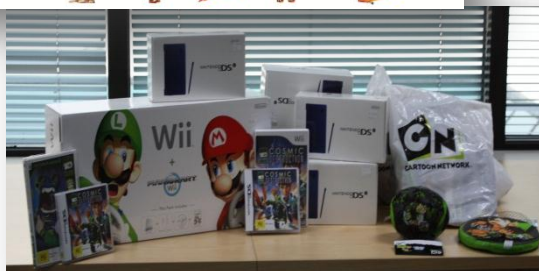
Going green proved a golden opportunity for one 10-year-old student from Medowie Public School who won first prize in this year's Sydney Markets Canteen Campaign.

202,650 students from 645 primary schools across New South Wales and the ACT entered the Fresh for Kids 'Power Up with Cartoon Networks Ben & Gwen' Canteen Campaign, which is an initiative from Sydney Markets, following on from the successful Chow Down and Win campaign that took place in 2010.



L to R: Mark Antico, Domenic Arcella and Greg Bradshaw from the Fresh for Kids Committee drawing the major prizes

As part of the campaign, school children were rewarded with a sticker each time they purchased a piece of fruit or a vegetable from the canteen at recess and lunch. In total, 172,040 pieces of fruit and vegetable were eaten over the four-week period from 29 August to 23 September 2011.



But it was one student from Medowie Public who consumed the greatest number of nutritious snacks, and earned themselves a 32-inch flat screen TV with DVD player, Nintendo Wii console, Ben 10 collector's DVD pack and Ben 10 Ultimate Alien Cosmic Destruction Wii game for their diligence.

Four students from St Augustine's Primary School, Braidwood Central School, Clovelly Public School and Wee Waa Public School took out the runner-up prizes of one of four Nintendo DS + Ben 10 Ultimate Alien Cosmic Destruction games.

In addition, students from 50 primary schools were also awarded a 'Power Up with Cartoon Network's Ben & Gwen' showbag.

Brad Latham CEO from Sydney Markets welcomed the strong and encouraging response to this year's campaign. "It's fantastic to see that so many students are entering," he said. "It means that they are developing important life-long habits when it comes healthy eating. Sydney Markets is proud to be responsible for running an initiative that sees children establish a lifetime healthy relationship with fruit and vegetables at a time when childhood obesity is a serious problem."

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