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FOR IMMEDIATE RELEASE

Kids tuck in to healthy canteen challenge

Registering 202,650 students from 645 primary schools across New South Wales and the ACT "powered up" with fresh fruit and vegetables for a one month challenge as part of this year's Fresh for Kids® 'Power Up with Cartoon Network™'s Ben 10 & Gwen to Win' 2011 Canteen Campaign.

The annual competition, run by Sydney Markets Limited®, took place from Monday 29th August to Friday 23rd September 2011 by rewarding participating primary school students with token stickers every time they purchased a piece of fresh fruit or vegetable from their school canteen.

Participating students were encourage to follow the lead of Cartoon Networks™ Ben & Gwen and 'power up' with delicious fresh fruit and vegetables while getting to know the Fresh for Kids® Fruit & Veg Gang (F & V Gang®), including Oscar Orange®, Summa Strawberry®, Tamara Tomato®, Megabite Apple®, Capitan Capsicum® and Bazza Banana®.

Going fresh definitely proved a golden opportunity for Jade Curry from Medowie Public School, NSW, who won first prize, sponsored by Cartoon Network™ and their latest hit series, Ben 10 & Gwen. As a reward for her healthy eating choices, Jade will receive a 32" Ben 10 branded TV with DVD player, Nintendo Wii Console, Ben 10 collector's edition DVD pack and Ben 10 Ultimate alien Cosmic Destruction Nintendo Wii game.

In total, 172,040 pieces of fresh fruit and vegetables were consumed over the four-week campaign. Overall, schools reported a 90% increase in the consumption of fresh fruit and vegetables during the four week campaign.

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 the four Nintendo DS + Ben 10 Ultimate Alien Cosmic Destruction games.

In addition, students from 50 primary schools were also awarded a Ben 10 show bag.

Brad Latham, CEO of 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 to 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."

About Fresh for Kids

Developed in 1997, the Fresh for Kids program was created by Sydney Markets Limited to help school-aged children achieve a healthy lifestyle by encouraging them to eat plenty of fresh fruit and vegetables and participating in regular physical activity.

The annual Canteen Campaign is one of several marketing initiatives that the Fresh for Kids program runs to promote, educate and increase the consumption of fresh fruit and vegetables within primary school aged children. The success of the program is evident with over half a million unique visitors logging onto the Fresh for Kids in less than a year. Educators, Parents and children jumping online to check out www.freshforkids.com.au will find recipes, sporting celebrity interviews, games, activity sheet and teaching aids and they can even email their favourite fruit and vegetable character from the F&V Gang.

About Cartoon Network™

Cartoon Network™ (www.cartoonnetwork.com.au) is one of the most popular 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 Ben 10 & Gwen.

For further information:

Ms Kerrie Reeder

Marketing and Communications Manager

02 9325 66233

0419 326 233

kerrie.reeder@sydneymarkets.com.au

