

Students give green thumbs up to fruit and veg challenge

A record 210,182 students from 654 primary schools across New South Wales and the ACT "chowed down" into fresh fruit and vegetables for one month as part of this year's Fresh for Kids 'Chow Down and Win' Canteen Campaign.

The annual competition, run by Sydney Markets, took place from Monday 31 August to Friday 24 September and rewarded school children with token stickers every time they purchased a piece of fresh fruit or vegetable from their school canteen.

Participating students were encouraged to follow the lead of Cartoon Network's budding chef, Chowder, and explore the delicious flavours of fresh food while getting to know the Fresh for Kids Fruit & Veg Gang (F&V Gang), including Oscar Orange, Summa Strawberry, Tamara Tomato, Megabite Apple, Captain Capsicum and Bazza Banana.



Students from Georges Hall Public School enjoyed a visit from Canteen Campaign Ambassadors Dani Samuels and Craig Stevens and F&V Gang member Bazza Banana as part of the 2010 'Chow Down and Win' Canteen Campaign.

This year's big winner and super hero was Daniel Davies from Woodberry Public School, NSW, who won first prize, sponsored by Cartoon Network and their hit original series, *Chowder*. As a reward for his healthy eating, Daniel will receive 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.

Last year, 196,000 school students entered the competition. Melissa McKibbins, Marketing Programs Manager of Sydney Markets Limited, said the increased participation in 2010 was encouraging and demonstrated both the popularity of the campaign and children's interest in leading a healthy lifestyle.

"It's fantastic to see that even more students are entering," she said. "It means they are developing important life-long habits when it comes healthy eating. At a time when childhood obesity is a serious problem, Sydney Markets is proud to be responsible for running an initiative that sees children establish a lifetime healthy relationship with fruit and vegetables."

224,000 pieces of fresh fruit or vegetables were consumed during the four-week campaign. Overall, schools reported a 90 per cent increase in the consumption of fresh fruit and vegetables during the four weeks.

Since it began in 2000, the Canteen Campaign challenge has encouraged more than one million children to eat fresh.

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.

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 website in less than a year. Children jumping online to check out www.freshforkids.com.au will find recipes, sporting celebrity interviews, games, activity sheets 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 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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