



MEDIA RELEASE
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1.8 MILLION HITS EACH YEAR - ARE WE THE WORLDS BEST?

SYDNEY MARKETS THE FIRST TO THINK KIDS...WITH FRESH FOR KIDS

Hundreds of entries received worldwide, and judged by more than 50 of the world's most eminent industry professionals, resulted in the Sydney Markets www.freshforkids.com.au website being nominated in the category of Best Food/Drink Website organised by the Le Cordon Bleu World Food Media Awards, held in conjunction with Tasting Australia.

These awards are the foodie equivalent of the Hollywood Oscars, and acknowledge the work of food and drink professionals as well as recognising excellence across a broad range of publishing and broadcasting on food and drink, books, magazines, newspapers, television, internet websites, guide books and photography.

1997 saw the launch of the Fresh for Kids website. Others have implemented similar websites, but none more dynamic and appealing to children, teachers and parents, which is why the Fresh for Kids website deserves this nomination and is a strong competitor to being the worlds best.

The 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.

Melissa Kolc, Marketing Programs Manager says "It is a fantastic achievement to be acknowledged by the Le Cordon Bleu World Food Media Awards, especially given the high level caliber of other food based websites from around the world."

"The Fresh for Kids website is designed to appeal to children 5-12 years; it's colourful, interactive and continually evolves. We update the site each school term adding more fruit and vegetable information, recipes, games, competitions, teaching resources 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. There are currently over 4,400 primary schools in NSW, ACT and QLD receiving free Fresh for Kids materials.

The 2010 Le Cordon Bleu World Food Media Awards will be presented at a gala event at the InterContinental Adelaide, South Australia on Monday May 3, 2010.

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.

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