



## Website wows judges at Australian Food Media Awards

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

Fresh ideas and the ability to cater for children's appetite for fruit and veggie - related news, recipes and information has earned Sydney Markets' Fresh for Kids [[www.freshforkids.com.au](http://www.freshforkids.com.au)] website first place in the Best Food-Based Website category of the prestigious 2010 Australian Food Media Awards.

For the third time, the Fresh for Kids website, which was developed by Sydney Markets Limited 13 years ago as a way of combating the alarmingly low levels of fresh fruit and vegetable consumption amongst school-aged children, has been recognised as the Best Food-Based Website in Australia.

The Australian Food Media Awards were held last night, Thursday 28 October at Doltone House, Pyrmont. Accepting the award at the presentation dinner was Marketing Programs Manager, Melissa McKibbins. "It is a fantastic achievement to be acknowledged by the Australian Association of Food Professionals as having the Best Food-Based Website in Australia, given the high calibre and level of other websites out there," she said.

Ms McKibbins believes that what separates Fresh for Kids apart from other websites is its unique way of engaging with children. "The Fresh for Kids website is designed to appeal to children from 5 to 12 years. It is colourful, interactive and it continually evolves," she explained.

So popular is the website that it attracts a high level of return visits with an average of over 2 million hits per month. Ms McKibbins said part of what keeps kids coming back for more is the new content: "We update the site each school term, adding more fruit and vegetable information, recipes, games, competitions and healthy canteen menus ideas. It is also popular with parents of young children."

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.

The Program comprises numerous components that work both collectively and independently to promote a healthy diet rich in fruit and vegetables and an active lifestyle:

- Fresh for Kids website - [www.freshforkids.com.au](http://www.freshforkids.com.au)
- Recipes for kids
- From Farm to Plate school visits
- The F & V Gang costume characters
- Annual Canteen Campaign
- Canteen Fresh newsletter
- School Sport Foundation sponsorship
- Premiers Sporting Challenge sponsorship

#### 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. Each year, more than 2 million tonnes of fresh fruit and vegetables are sold through the Sydney Markets.

**For further information and media opportunities please contact:**

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The Fresh for Kids website – [www.freshforkids.com.au](http://www.freshforkids.com.au)