**[NAME OF SCHOOL] IS GETTING HAPPY FOR FRUIT & VEG MONTH (NSW ONLY)**

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XX Month 2018

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media release

According to the most recent National Health Survey, only 5.1% of both children and adults eat the recommended number of daily serves of fruit and vegetables.

In response to this challenge, Healthy Kids Association runs an annual 4-week program in schools which is designed to increase kids’ intake of fruit and veg. “Fruit & Veg Month” is a health promotion program for NSW primary schools that helps to promote positive attitudes towards healthy eating through well-designed curriculum materials. The program is supported by NSW Health.

Fruit & Veg Month 2018 will be held from Monday 3 September to Friday 28 September and this year’s theme is ‘Happy Fruit & Veg’tember!’

Program manager Katie Booth, from Healthy Kids Association, said: “If we want kids to eat more fruit and veg we need to market them better. That’s why this year’s theme is all about getting happy with fruit and vegetables!”

[Name of school] has taken on the challenge and will be planning a range of activities across Fruit & Veg Month.

“Fruit & Veg Month is designed to increase students’ knowledge about the benefits of eating fruit and vegetables, as well as encouraging conversations about healthy lifestyles,” said Katie Booth. “Involvement in Fruit & Veg Month may also lead to an increase in the amount of fruit and veg that students eat, as well as the variety they eat and their willingness to try new fruit and vegetables.”

“We want kids to hit their recommended daily serves of fruit and veg and set up healthy eating habits that will last a lifetime. Fruit & Veg Month helps to drive increased fruit and veg intake at school and in the home.”

Fruit & Veg Month provides free resources to teachers in registered primary schools in NSW, including a Teacher’s Booklet containing PDHPE-linked curriculum materials, classroom posters and student reward stickers. For more information on Fruit & Veg Month go to: [www.fruitandvegmonth.com.au](http://www.fruitandvegmonth.com.au)

**Contact**

For more information about Fruit & Veg Month at [name of school], or to arrange high-res images and/or a school visit, please contact [contact name and contact details].

For more information about the program or to arrange a high-res copy of the program logo, please email Program Manager Katie Booth [katie@healthy-kids.com.au](mailto:katie@healthy-kids.com.au)

**About Healthy Kids**

* Established in 1991, the Healthy Kids Association is a health promotion charity that works to reduce the incidence of diet-related diseases in children such as obesity.
* Its aim is to educate and empower families, children and school canteens to make the healthiest choices possible. Its nutrition philosophy is one of balance that promotes the five core foods, variety and mindful eating.
* Staffed by dietitians, teachers and health educators, Healthy Kids provide a range of services including a toll-free enquiry line, email support and more.
* See website for more information: [www.healthy-kids.com.au](http://www.healthy-kids.com.au)