**STUDENTS OF [NAME OF SCHOOL] ARE JOINING THE ADVENTURES OF CAPTAIN FRUIT N VEG**

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XX Month 2019

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media release

Healthy Kids Association, with the support of the NSW Ministry of Health, is pleased to introduce the world’s newest superhero: Captain Fruit N Veg!

Fruit & Veg Month is a popular health promotion initiative for NSW primary schools which helps to promote positive attitudes towards healthy eating and this year’s event will centre around The Adventures of Captain Fruit N Veg. The superhero (a vital part of the team The aVEGers (get it?!)), will inspire and delight children throughout the month of September by encouraging them to go on an adventure with fruit and vegetables – by eating more of them and trying new varieties.

“Australian children don’t eat enough fruit and vegetables. Consuming plenty of vegetables, and eating fruit each day, has been proven to help reduce the risk of obesity and some chronic diseases,” says Katie Booth, Fuit & Veg Month Project Manager from Healthy Kids Association.

“Children are not overly concerned about long term health outcomes and tend to live in the moment. So if we want to encourage them to eat more fruit and vegetables, we need to make these foods desirable and relevant to what they need, or want – now! Some of the reasons behind children’s food choices include taste, texture, availability, social acceptability and how it makes them feel.

“Captain Fruit N Veg will make eating fruits and vegetatables fun, linking them with good times, superheroes, superpowers and adventures.”

Fruit & Veg Month will run from Monday 2 September to Friday 27 September 2019. Participating schools will use curriculum materials designed to increase students’ knowledge about the benefits of eating fruit and vegetables, as well as encouraging conversations about healthy lifestyles. The event is funded by NSW Health.

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

“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,” says Katie Booth.

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 event or to arrange a high-res copy of the event logo, please email Project Manager Katie Booth katie@healthy-kids.com.au

**About Healthy Kids Association**

* 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.
* It aims 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 food groups, variety and mindful eating.
* Staffed by dietitians, teachers and health educators, Healthy Kids provide a range of services including a toll-free telephone enquiry line, email support, canteen menu reviews and more.
* See the website for more information: [www.healthy-kids.com.au](http://www.healthy-kids.com.au)