**[NAME OF SCHOOL] TO TAKE ON THE BIG VEGIE…WHAT? (WE COULDN’T HEAR YOU OVER THE SOUND OF ALL THAT CRUNCHING)**

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XX February/March 2020

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media release

We’ve bean busy but we’re ready to leek this juicy peas of news. Lettuce celebrate! It’s time to turnip the beet because Vegetable Week & The Big Vegie Crunch is back in 2020 (sorry for being so corn-y.)

Vegetable Week is a week-long, fun, veg-celebration held from **Monday 2nd March to Friday 6th March**.

The record breaking focus of the week (and the part that gets kids excited to eat vegetables!) is The Big Vegie Crunch, which will take place at **10am on Thursday 5th March.** At that exact moment,tens of thousands of primary school students across NSW will join together and simultaneously munch on veg – including an estimated (number) from (name of School)

The current Crunch record was set in 2018 when 50,260 kids crunched vegetables at the same time. In 2019, 41,538 NSW school students crunched together (and a further 14,991 crunched at another time over Vegetable Week). (Name of School) and Healthy Kids Association are keen to smash, mash and dice these numbers in 2020.

[Vegetable Week, featuring The Big Vegie Crunch](https://healthykids.createsend1.com/t/r-l-jdullhx-l-o/%22%20%5Ct%20%22_blank), is a free school-based health promotion event that is funded by NSW Health. Only around 6% of Australian children eat enough vegetables and events like this can help to encourage kids to eat more vegetables.

Katie Booth from Healthy Kids Association, says that fun, interactive, school-based events such as Vegetable Week & The Big Vegie Crunch can help to influence the variety and amount of vegies kids choose to eat.

“It is recommended that kids between the ages of 4 and 12 eat around five serves of vegies each day. There are a lot of reasons why so many kids are not get eating enough – perhaps they don’t have access, or vegetables are not made available to them often enough, they may be wary of the different tastes, or they get bored with the lack of variety on offer,” says Ms. Booth. “However, events like this in the school setting, combined with positive peer influence and education around food, can improve awareness and help kids to try different types of vegies. We hear so many stories of parents amazed at how their children are eating more vegies, and a greater variety of vegies, after their school is involved.”

Media are encouraged to follow the event on <https://www.facebook.com/healthykids.au> for up to date information and to be amongst the first to discover if the record is broken in 2020.

[ENDS]

**Contact**

For more information about the event or to arrange a high-res copy of the event logo, please contact Vegetable Week & The Big Vegie Crunch Project Manager Katie Booth: katie@healthy-kids.com.au or Communications Manager Veronica Robertson: veronica@healthy-kids.com.au.

**About Vegetable Week & The Big Vegie Crunch**

* Vegetable Week & The Big Vegie Crunch, funded by NSW Health, is a free health promotion event for NSW primary schools
* Running from Monday 2nd March to Friday 6th March 2020, Vegetable Week & The Big Vegie Crunch provides free resources to teachers in registered primary schools in NSW
* Find out more at <https://healthy-kids.com.au/teachers/vegetable-week-the-big-vegie-crunch/>

**About Healthy Kids**

* Established in 1991, 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)