



**THE
Take5[®]
PLUS 2 TEAM**

MEDIA RELEASE

Blow away the budget blues on Tuesday

Come celebrate the launch of our Fruit and Vege pledge

We are the Take 5 plus 2 team, and along with our friends at the Physical Activity Foundation, we are excited about the launch of our very own Canberra based program – the Fruit and Vege pledge, which will be going into local primary schools (from the launch date) to teach kids about healthy eating habits.

To launch the Pledge, Catherine Chapman, creator of us, along with Mr Cool, Busy Broccoli, will be rocking into:

Mother Teresa School, Wimmera St, Harrison

at 9am

On Tuesday 8th May

With 300 students of Mother Teresa school taking part (including pre-school), there will be a lot of fun and movement as Busy shows off his dancing moves for us all to follow. We will be the bright spot to a rather dull budget day.

(Note: A professional photographer will be at the event and photos will be available for media stories upon request)

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MEDIA INFORMATION MATERIAL
ABOUT FRUIT AND VEGE PLEDGE
AND PHYSICAL ACTIVITY FOUNDATION

The Fruit and Vege pledge is a new initiative hosted by the Physical Activity Foundation which is a fun way of encouraging children and children at heart to eat more fruit and vegetables through getting to know some interesting characters – the Take 5 plus 2 team.

Most of the local primary schools know us as hosts of the Active Kids Challenge which has been a successful program in local primary schools for the last 4 years (72 schools now participate). We now want to work on this new mission of getting kids to eat healthy as well as being physically active.

Goal of the program

Children learn from fun and exciting characters, and we made a connection with Catherine Chapman, the creator of the Take 5 plus 2 Team of characters to bring them to life in this program. The stars of the show are Posh Pear and Busy Broccoli who were introduced as part of last year's Active Kids Challenge. Posh was a huge hit in the schools she visited and this made us think they needed their own program. We guarantee the kids will love them, and so will you.

Sue Marriage, CEO of the Physical Activity Foundation said 'We are all aware of the important connection between healthy eating habits and learning abilities in children in their growing years. A simple change in diet can make all the difference to mood, attention span and energy levels. We want to help teachers achieve better learning outcomes for their students. In a small way, we hope this fun program can encourage kids to eat healthier and do better in school'.

How the program works?

The Fruit and Vege program is run over just ONE week out of the school year but this can be any week of choice by a school. This gives teachers the freedom to fit the pledge into their school program, complementing other lessons they are teaching.

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Filling in the Expression of Interest form starts the process. After they register, we work with them to host the program, get materials out prior to the chosen time so their kids can take home information and raise their pledges. And after the pledge week, we reward their efforts and celebrate their achievements.

What is the pledge for kids?

It's a simple promise to eat more serves of vegetables and fruit every day for the whole week. To help motivate children we encourage them to get sponsored by friends and family, so they can win some great prizes.

Along with other activities, children are encouraged to get creative by recording their food intake, creating a new recipe and working through other challenges. The best recipes developed will be compiled in the Take 5 plus 2 Team cook book planned for release in 2013.

Rewards and bonuses

Outside of healthy active kids, the program is not short on rewards.

Participating schools receive 10% of all the monies pledged back as Active Kids Challenge 'reward' money, on top of their usual rewards. These will be credited to their account ready for the Challenge, no matter what time of year they participate.

Students involved receive a certificate and a small gift and go into the draw for some great prizes. They also get automatically signed up to be a member of our 'Just for Kids' Club where they receive regular newsletters from the Take 5 plus 2 team and have special offers and competitions available all the time.

Catherine Chapman, whose books are now in bookshops across Australia, also continues to tour local schools doing book readings and teaching healthy eating habits to classes upon request.

For more information, contact Sue Marriage on 0417 445 052 or email soulrevival@live.com.au