

#GETITIN



MEDIA RELEASE

5+ A DAY UNVEILS CHALLENGE CAMPAIGN #GETITIN THIS FEBRUARY

FOR IMMEDIATE RELEASE: **MONDAY 1ST FEBRUARY 2016**

The **5+ A Day Education and Marketing initiative**, managed by the **5+ A Day Charitable Trust**, is excited to unveil the 2016 5+ A Day Challenge campaign **#GETITIN**, taking place nationwide this February.

#GETITIN is designed to encourage Kiwis to eat extra servings of fruit and vegetables every day for the month of February. Anyone can enter by uploading a photo, a selfie or a video showing how they get their fruit or vegetables into their diet. It could be blending a smoothie, making a salad, roasting some veges or something a little out of the ordinary!

Every entrant goes in the draw to win sweet prizes. Winners are drawn at random each week plus 1st, 2nd and 3rd place 'People's Choice' winners judged by public votes on their entries.

The campaign is designed for a young professional audience and is the 'Consumer' aspect of the 5+ A Day Challenge. As you can tell by the name, the campaign is a little cheeky and a series of videos will be released promoting the challenge and giving people ideas about how and when to get extra servings of fruit and vegetables into their day.

Keep an eye out for a few famous faces and some foodie favourites also taking part in the #GETITIN campaign. Expect to see entries from the likes of **Art Green & Matilda Rice, Julia and Libby Matthews, Kirsty Godso, Makaia Carr, Millie Holmes** and **Amber Peebles** on social media!

Visit the website for all entry details: **GETITIN.CO.NZ**

The 5+ A Day Education and Marketing initiative is managed by the 5+ A Day Charitable Trust. United Fresh New Zealand Incorporated set up the Trust up in 2007 with the children of New Zealand as the beneficiaries.

United Fresh is a non-profit pan-produce industry organisation that has 88 members from seed, grower, wholesale and retail. These members pay a voluntary membership to allow the management team to provide services such as the 5+ A Day that raises the profile and importance of fresh fruit and vegetables in our diet. Members are from the pan-produce industry.

5+ A Day's mission is to encourage all Kiwi's to eat five or more servings of colourful, fresh fruit and vegetables every day for health and vitality (minimum of three veges, two fruit).

For more information check out our Facebook page: **facebook.com/5adayNZ** and our dedicated Challenge website **www.GETITIN.co.nz**

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