



**MEDIA RELEASE**  
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### **5+ A Day announces Julia & Libby as new brand ambassadors**

The 5+ A Day Charitable Trust is pleased to announce a new brand ambassador partnership with health and wellbeing bloggers, Julia & Libby.

In their roles as 5+ A Day Charitable Trust ambassadors, the Kiwi sisters will create recipes using fresh seasonal produce to feature on the 5+ A Day social media platforms. Julia & Libby also have a strong online presence with over 100,000 followers on Facebook and Instagram where they will share 5+ A Day messages.

The duo has garnered a strong and loyal following online since launching their blog five years ago when they started writing about improving their diets by eliminating highly-processed foods, and eating more healthily.

Today, they are strong advocates of eating fresh, wholesome food for health and wellness. Julia and Libby will highlight how easy and important it is to eat fresh fruit and vegetables every day.

5+ A Day General Manager, Paula Dudley, says the healthy lifestyle of the sisters is an inspiration to everyone.

"Julia and Libby are in step with our values at the 5+ A Day Charitable Trust as they are great advocates for making healthy food choices," says Paula. "They have shown how switching to a more nutritious diet can improve your quality of life. We are also impressed by how passionate they are about sharing their knowledge to empower others to take the steps towards a healthier lifestyle."

Julia says they are excited about their new roles as ambassadors for 5+ A Day which has the children of New Zealand as its beneficiaries.

Earlier this year, Julia and Libby launched their first cook book, *Julia and Libby's Wholefood Kitchen*, which features easy-to-follow recipes for breakfast, lunch and dinner. Libby has a diploma in Nutrition and a Bachelor of Naturopathy. Julia is also continuing her studies towards becoming a naturopath.

#### **About the 5+ A Day Charitable Trust**

The 5+ A Day Charitable Trust was formed in 2007 with the beneficiaries being the children of New Zealand. The Trust is committed to increasing the consumption of fresh fruit and vegetables for better health in all New Zealanders. 5+ A Day focuses its work in the education setting. Curricula-linked resources promoting awareness, understanding and knowledge of the importance of eating 5+ A Day are produced and distributed free to educators.

*Prepared on behalf of 5+ A Day by Bloom PR. For more information, interviews or images please contact Shelley Ashdown on [shelley@bloompr.co.nz](mailto:shelley@bloompr.co.nz) or 021 912 221.*