

PURELY NUTRITION

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Purely Nutrition Teams Up with Government's Change4Life Campaign



A campaign launched by Harrogate-based Purely Nutrition aimed at promoting healthy eating in a bid to stem the rising tide of obesity among primary school children has teamed up with the Government's Change4Life programme.

"We are now officially a partner in the programme which is a three-year initiative to get Britain eating well, moving more and living longer," said Dr Jennie Cockcroft, director of nutrition at Purely Nutrition Ltd which was founded five years ago by managing director Sorrell Fearnall.

The company's PhunkyFoods programme teaches primary school children key healthy eating and physical activity messages through art, drama, music, play and hands on food experience. By the end of this year it will be running in 650 UK primary schools.

“We are delighted to be teaming up with Change4Life to help deliver healthy lifestyle messages to primary schools,” said Dr Cockroft. “Over the next 12 months the PhunkyFoods team will be delivering the key Change4Life messages to over 150,000 families across the UK. PhunkyFoods has a proven track record in making a real impact on children’s lifestyle and behaviour.”

She added: “We will be urging schools to organise Community Challenge Days where pupils will be showing off their PhunkyFoods and Change4Life work while parents and pupils together will be asked to sign up to one of the eight Change4Life family challenges.

“Reaching and supporting parents and their children in adopting the Change4Life and PhunkyFoods healthy lifestyles messages has never been more important than it is today. We’re looking forward to working with families to support them in making the small changes that can add up to big health benefits.”

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For further information please contact: Appeal PR on 01423 569 999

Photography: (Left) Dr Jennie Cockroft and Sorrell Fearnall of Purely Nutrition with a young PhunkyFoods consumer

Notes to Editors:

PhunkyFoods (www.phunkyfoods.co.uk) is a primary schools healthy eating programme now available nationally. Developed specifically for primary school children, the year-round curriculum-based programme helps ensure children learn fundamental life skills relating to nutrition, physical activity and food choice.

Some of the country’s top nutritionists and dietitians have developed the programme’s content and it has been backed by key opinion formers involved in nutrition from the Department of Health to the School Food Trust. From an initial roll out to 50 schools in Yorkshire in 2005, over 650 schools and more than 20 LEAs are now enrolled in PhunkyFoods.

The programme was developed in 2005 by nutritional experts Purely Nutrition, in collaboration with anchor partner Northern Foods who provided advice and seed funding. A food industry consortium has now been created with additional partner support from Cargill/Frontier and Nestlé, allowing PhunkyFoods to be accessible nationwide.