



Physical Activity Foundation  
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## MEDIA ALERT

3 August 2011



**POSH PEAR INVITES YOU TO HER VISITS AT MARIBYRNONG PRIMARY  
and MOTHER TERESA  
Friday 5<sup>th</sup> August**

The Active Kids Challenge is in full swing and much is happening. With a record 74 ACT primary schools registered in the Challenge and over 22,500 students participating, there is a lot of 'huffing and puffing' going on in our local schools.

On Friday 5<sup>th</sup> August, two Posh Pear visits launch the involvement of the Take 5 plus 2 Team characters into the Challenge as we head for Go for 2 & 5 Week. During this week students are encouraged to eat a variety of vegetables and fruit each day to give them energy for active play. (All 22,500 participants in the Challenge will also receive a 'Go for 2 & 5' tattoo that week).

**PLAY  
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PART**



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Posh Pear, a well-known local character identity will visit the schools to meet their participants in the Challenge and help promote the healthy eating component of the Challenge. She will be accompanied by the Chair of the Physical Activity Foundation, Adam Pine OAM who will start the program by talking about the importance of healthy eating.

**Posh is quite an entertainer and loves to have her photo taken and her visits filmed so this is an invitation to be at her launch into the Challenge activities. The schools are excited, arranging a school assembly for the visit so it is likely to be a noisy occasion indeed.**

Posh will be visiting other schools during the Challenge to keep the Challenge participants focused on healthy eating messages. Soon, a hip hop dancing cool character friend of her will also be on the scene visiting schools. Busy Broccoli will be launched in coming weeks.

#### **FACTS about the Challenge and the Take 5 plus 2 team connection**

The Active Kids Challenge is a 10 week program delivered in Term 3 of each school year. It offers weekly health messages whilst promoting 60 minutes of physical activity a day for children. Resources are provided for schools to record their activities on wall charts in their class rooms.

The Active Kids Challenge is in its 4<sup>th</sup> year and is hosted by the Physical Activity Foundation. The Foundation is a not for profit organisation that has the goal of 'encouraging children to be physically active every day'.

2011 is a record year for the Challenge with a 10% growth in the number of registered schools and participants involved from the previous year. There are 74 schools and 22,500 students undertaking the Challenge this year. The 2011 Challenge has many program partners and supporters offering teacher resources, competitions and special offers to Challenge schools to keep them interested in the goal of getting their students active.

The Take 5 plus 2 characters will form a regular part of the Challenge program in years to come. With a licence for the characters being offered to the Foundation by their creator Catherine Chapman (who will be at the Posh Pear visit), plans are afoot for many new character adventures, activities and products to be part of the Challenge in future years.

A black circle containing the text 'PLAY YOUR PART' in white, bold, uppercase letters. The circle is set against a background of colorful horizontal bars in shades of orange, purple, pink, and blue.

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The logo for the Physical Activity Foundation, featuring a stylized hand with colorful fingers (orange, yellow, green, blue, purple) and the text 'Physical Activity Foundation' below it.

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At the Posh Pear visit, the Chairman of the Physical Activity Foundation Adam Pine and the creator of Posh Pear will be available to talk about the relationship. More detail can also be provided by Sue Marriage, CEO of the Foundation prior to the event.

### Details of visits - Friday 5<sup>th</sup> August 2011

**9.15 am Maribyrnong Primary, Alberga Street, KALEEN**  
(Maribyrnong Primary has 250 students registered in the Challenge)

**10.45am Mother Teresa School, Wimmera Street, HARRISON**  
(Mother Teresa has 270 students registered in the Challenge)

### Statement Ends

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