



**MEDIA RELEASE**  
**For immediate release**

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### **5+ A Day helps fuel Football Ferns on the road to the world stage**

The New Zealand women's football team has been given a healthy boost in the biggest sporting event in the world.

The 5+ A Day Charitable Trust is providing the Football Ferns with boxes of fresh fruit and vegetables every week before they head off in August.

The team is enjoying a variety of fresh produce at training and at home, which is going down a treat.

Football Ferns striker, Jane Barnett, says the weekly deliveries have been a welcome healthy addition to their diets.

"We are doing everything we can to be in the best shape for the big event and this is part of that too," she says. I have noticed a massive difference," she says.

Goalkeeper Victoria Esson says it is important to continue the healthy eating at home.

"It gives us the chance to bring a lot more fruit and vegetables into the house and hopefully everyone in the team makes the most of this opportunity," she says.

"We are in full swing right now in our training and are tracking well. We can't wait to get into the tournament."

The provision of fresh produce to the team reinforces 5+ A Day's ongoing commitment to good nutrition and encouraging people to lead active, healthy lives, says 5+ A Day manager, Carmel Ireland.

"Football is one of the fastest-growing participation sports in New Zealand and the most popular sport globally, making it a great way for us to communicate the importance of leading a healthy lifestyle," she says. "Fresh produce is the perfect fuel as it provides nutrients needed to perform well on and off the field."

The support of the Football Ferns is an extension of 5+ A Day's partnership with NZ Football to promote active and healthy lifestyles.

Earlier this year, 5+ A Day signed on as the new naming rights partner of New Zealand Football's nationwide school programme to help boost the number of junior players and to promote the teaching of healthy lifestyles in a fun and active way.

Around 64,000 children currently participate in the 5+ A Day Football In Schools, which operates in over 400 primary schools, and has more than 1,000 coaching staff and volunteers.

"We are very excited about supporting the Football Ferns as physical activity and a balanced diet are vital for a healthy lifestyle for people of all ages," says Carmel.

## **ENDS**

### **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.*