

MEDIA ALERT

Monday 13 February 2017

LAUNCH EVENT: AUSTRALIA'S HEALTHY WEIGHT WEEK - TENTH ANNIVERSARY

Join Australia's Healthy Weight Week (AHWW) ambassadors Dr Andrew Rochford and Sprout duo – celebrity cook Callum Hann and dietitian Themis Chryssidis – at the Dietitians Association of Australia's national launch of the 10th AHWW campaign.

What: To help people achieve their health goals, AHWW encourages people to cook more meals at home. Surprising new research on the contribution Aussie dads make to home cooking will be discussed and the boys from [Sprout](#) will host a healthy cooking demonstration, working with DAA to encourage all Australians to be healthy and confident cooks in their own kitchen.

When: Monday 13 February

Time: 11am – 3pm

Venue: Pitt St Mall (in front of Zara)

Media talent for interviews:

- Dr Andrew Rochford, well-known medical expert, media personality and dad
- Nicole Dynan, spokesperson for the Dietitians Association of Australia
- Callum Hann, award-winning celebrity cook, and Themis Chryssidis, Accredited Practising Dietitian, both from Sprout.

Media contact: Maree Hall, Dietitians Association of Australia, 0408 482 581

Additional buzz factors: The launch event will include entertainment, activities, giveaways such as healthy recipes and food samples.

About Australia's Healthy Weight Week

Australia's Healthy Weight Week (AHWW), run by the Dietitians Association of Australia from 13-19 February 2017, is the perfect time to kick-start healthy eating habits.

In 2017, dietitians will be educating Australians that there's a healthy weight that's right for them, providing 'Smart Eating' tips and recipes, whilst raising awareness of the support that Accredited Practising Dietitians can offer in inspiring good health.

The week will focus on getting Australians cooking more meals at home and eating the right foods, in the right portions, as smart ways to help achieve the best weight possible.

For more information, including the AHWW Instagram Cooking Challenge and the new bumper edition AHWW cookbook, plus nutrition tips, recipes, details for events around the country and a social media toolkit, see the AHWW website at healthyweightweek.com.au and follow AHWW at www.twitter.com/DAA_feed and use #AHWW2017.

ENDS

Note: Australia's Healthy Weight Week 2017 is proudly supported by Meat and Livestock Australia, Healthy Food Guide, CanPrint, Australian Mushroom Growers Association, Australian Chicken Meat Federation, Xyris, McKenzie's Foods, and Almond Board of Australia.

Note to Editors: The Dietitians Association of Australia (DAA) is the professional body representing dietitians nationally. Accredited Practising Dietitian (APD) is the only national credential recognised by the Australian Government, Medicare, the Department of Veteran Affairs and most private health funds as the quality standard for nutrition and dietetics services in Australia. For more information visit www.daa.asn.au. For the Media section on the DAA website contains DAA's media releases and position on topical nutrition issues in the media.