

MEDIA RELEASE

Monday 6 February 2017

Network Ten celebrities invite Aussies to take part in Healthy Weight Week

The Dietitians Association of Australia (DAA) has today announced that some very famous friends of Network Ten's children's cooking show, Crocamole, are getting behind this year's Australia's Healthy Weight Week (AHHW) campaign including Miguel Maestre (The Living Room), Grant Denyer (Family Feud), Glen Richards (Shark Tank) and Shannan Ponton (Biggest Loser: Transformed).

Crocamole and the network stars will help launch AHHW with on air, Facebook and tenplay promotions, starting this week and continuing during AHHW (13-19 February).

DAA will kick-off AHHW with a launch event in Sydney's Pitt Street mall on Monday 13 February.

The campaign, now in its tenth year, has been hugely successful, with an expected 400 plus events being held by Accredited Practising Dietitians (APDs) around the country to mark this year's AHHW.

DAA CEO Claire Hewat said: "AHHW provides the perfect platform to educate Australians that there's a healthy weight that's right for them, whilst raising awareness of the support that APDs can offer in inspiring everyday Australians towards 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.

"Australia's Healthy Weight Week this year is all about dads in the kitchen and how we can help make the whole family healthier," said Shark Tank's Mr Richards.

Ms Hewat confirmed that DAA will be launching new research around Australian dads, focussing on their contribution to cooking in the home.

DAA and Network Ten have deepened their relationship since collaborating on ELEVEN's pre-school program Crocamole since mid-2016, showcasing the nutritious foods that Australian kids need for healthy growth and development, in an engaging and fun way.

"We're honoured to have Crocamole's support in promoting a healthy lifestyle. In fact, when we first launched AHHW in 2008 it was Network Ten that supported us then too," said Ms Hewat.

Official AHHW ambassadors include award-winning celebrity cook, Callum Hann, and Accredited Practising Dietitian, Themis Chryssidis (both from Sprout), and Dr Andrew Rochford, medical expert and media personality.

More at: www.healthyweightweek.com.au

ENDS

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.

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For further information on AHWV contact DAA: Maree Hall (Mon-Wed) 0408 482 581
or Sally Moloney (Thurs & Fri) 0428 916 425.

Background

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, 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.

Award-winning celebrity cook, Callum Hann, and Accredited Practising Dietitian, Themis Chryssidis (both from Sprout), are supporting AHWV in 2017. Sprout will be urging all Australians to be healthy and confident cooks in their own kitchen. Dr Andrew Rochford, medical expert and media personality, is also an ambassador of AHWV.

For more information, including the AHWV Instagram Cooking Challenge and the new bumper edition AHWV cookbook, plus nutrition tips, recipes, event details and a social media toolkit, see the AHWV website at healthyweightweek.com.au and follow AHWV at www.twitter.com/DAA_feed and use #AHVV2017.

AHWV 2017 will kick-off with a launch event in Sydney on Monday 13 February.

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.