

**NATIONAL
NUDE
FOOD
DAY™**

**Nutrition
Australia**

FOR IMMEDIATE RELEASE



NATIONAL NUDE FOOD DAY IS BACK THIS OCTOBER TO SHARE THE 'HEALTHY BODIES, HEALTHY PLANET' MESSAGE WITH AUSTRALIA

Australians of all ages are set to pack nude for the second National Nude Food Day on **Wednesday 19 October**, as part of **Nutrition Australia's National Nutrition Week**.

Nude Food Day, supported by Nude Food Movers lunch accessories and in partnership with Nutrition Australia, has been developed in response to the increasing concern surrounding two of the nation's most critical issues: the importance of good nutrition for optimal health, and assigning a greater commitment to minimising our environmental footprint.

Following the success of the launch event in 2010, Nude Food Day brings together our community, in support of healthy eating and waste reduction. By empowering individuals to think about their food choices, Nude Food Day aims to change the eating habits of Australians, for our health and the health of our planet.

The program encourages schools, workplaces, groups and individuals to register online at nudefoodday.com.au and take part by packing a rubbish-free healthy lunch on Nude Food Day.

"In 2011, National Nutrition Week (October 16 - 22) is again embracing Nude Food Day to bring positive messages to the community about healthy eating and protecting the environment. Nutrition Australia's theme 'Healthy Food; Healthy Planet – Helping Families to a Healthy Future' is a great fit and we look forward to expanding the reach of the campaign into both schools and workplaces.", says Aloysa Hourigan, national spokesperson for Nutrition Australia.

The event will again raise funds for Nutrition Australia with a portion of sales from all Nude Food Movers' Rubbish Free Lunch products going towards the not-for-profit organisation's Healthy Schools Program.

"We're excited to be working with Nutrition Australia again this year to spread the nude food message even further. We were overwhelmed with the response received in year one. With over 200,000 Australians having participated, we are confident that this fantastic awareness campaign can help make a difference to our future", says Dale Harbinson, Managing Director, Smash Enterprises – Nude Food Movers.

Workplaces and schools can register now for National Nude Food Day at nudefoodday.com.au. The site is a hub for parents, teachers workplaces and individuals to ensure a successful, engaging and educational day.

Together we can make everyday a Nude Food Day... for our health and the health of our planet.

National Nude Food Day - nudefoodday.com.au
National Nutrition Week – nutritionaustralia.org
Nude Food Movers – nudefoodmovers.com.au

For more information, imagery or to arrange an interview with a Nutrition Australia spokesperson, please contact Press Play:

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**NUDE
FOOD
MOVERS**
SMASH