



**NATIONAL
NUDE
FOOD
DAY™**

FOR IMMEDIATE RELEASE



NATIONAL NUDE FOOD DAY LAUNCHES THIS NOVEMBER TO SHARE THE ‘HEALTHY BODIES, HEALTHY PLANET’ MESSAGE WITH NEW ZEALAND

New Zealanders of all ages are set to pack nude for the launch of National Nude Food Day on **Wednesday 9 November**.

Nude Food Day, supported by Nude Food Movers lunch accessories has been developed in response to the increasing concern surrounding two significant 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 Australia 2010 and in response to overwhelming support from New Zealand, the event is now set to become an annual part of the nation’s calendar. Nude Food Day brings our community together, 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 New Zealanders, for our health and the health of our planet.

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

“We’re excited to be spreading the nude food message even further this year. We were overwhelmed with the response received in year one. Over 200,000 Australians participated and we hope to double this number in 2011 with Australia and New Zealand rallying together, to 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.co.nz. 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.co.nz
Nude Food Movers – nudefoodmovers.com**

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MOVERS**
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