

KickStart breakfast



THE HEALTH FOOD COMPANY



Dairy for life

eNewsletter • October 2009



L to R Pierre van Heerden, Debbie Waikato and Barry Harris celebrate the milestone at Lincoln Heights School.

Celebrating a milestone

In early September KickStart Breakfast reached an important milestone by welcoming Lincoln Heights School - the 300th school - to the programme with a celebration at their breakfast club. Barry Harris, Director of Sustainability, and Pierre van Heerden, Sanitarium General Manager along with the KickStart Team were there to enjoy a healthy start to the day.

Delighted with being the 300th school, Lincoln Heights School Principal Debbie Waikato says joining KickStart Breakfast will be a real boost for the school's breakfast club.

"Weekly delivery of free milk and cereal from Fonterra and Sanitarium will be the cornerstone of our breakfasts and will complement the great support we also receive from our local community to ensure all Lincoln Heights children can get the right start to their school day," Debbie said.

Haere mai!

With school in full swing for the final term of 2009, we are very excited to bring some good news your way. In early September KickStart Breakfast celebrated the 300th school to join our programme, taking the number of children we are giving a kick start to the day up to 12,000! Lincoln Heights School in West Auckland is our 300th school and to celebrate the milestone the KickStart team headed out there to have breakfast with the breakfast club goers (see story below).

Believe it or not, Spring is well and truly here! With this in mind we have come up with some top tips to enjoying the sunshine in a safe way.

We are excited to announce the winners of the Make a TV ad competition! We received some wonderful entries which were put to Fonterra staff and shareholders, Sanitarium staff and the New Zealand public for their judging. Have a look on page two to see our winners! Congratulations to them, and thanks for the efforts of everyone who entered.

Next time we speak it will be all about Christmas, so keep your eyes out for that festivity-packed newsletter.

Make sure you look on page two for details on our end of year survey - you must complete this to receive product in 2010.

The KickStart Breakfast team.



And the winners are...

Earlier this year we challenged our KickStart Breakfast Schools to make a TV advertisement. The entries were fun and contained some good educational messages about the value of a healthy breakfast. After a panel of judges narrowed the entries down to five finalists, which included Opotiki College, Ngaruawahia Primary, Selwyn College, Whitiara School, and Te Kura Kawpapa Maori o Waipiro. Some of the kids from Opotiki College, Selwyn College

and Ngaruawahia Primary were lucky enough to be interviewed on live TV and have their advert screened during weather breaks on TV3's Sunrise morning programme. The votes have been counted and the scores tallied. The winners of make a TV advertisement are: Selwyn College of Auckland and Whitiara Primary in Hamilton!

Thank you to all of you who entered and voted and congratulations to the winners!

Watch the winning adverts on our website: www.kickstartbreakfast.co.nz.



FREE ENTRIES TO BE WON

Weet-Bix and KickStart have 100 complimentary entries to the Weet-Bix Tryathlon to give away. To go into the draw, please tell us in 50 words or less why you would like to enter the Weet-Bix Tryathlon. Email your entry to weetbix@sanitarium.co.nz, or post it to: Weet-Bix Tryathlon Entry Draw, Private Bag 92127, Auckland 1142. Entries close November 30th, and winners will be advised that week.

The Weet-Bix Tryathlon encourages all Kiwi Kids between the ages of 7 and 15 of all sporting abilities to participate and Go for Gold! Since its creation in 1992, the Weet-Bix Tryathlon has grown from a single event at St Heliers with 500 children, to twelve annual events throughout New Zealand.

In 2009, the Weet-Bix Tryathlon attracted over 19,000 participants, making it the world's largest sporting event for kids (as certified by the International Triathlon Union). Many of New Zealand's greatest sporting heroes supported the event in 2009 and will be there again in 2010.

Event entrants can take part as individuals or part of a team to complete the three legs of the event (swim, bike, run).

Recognising that barriers may exist to participation in the event for some Kiwi Kids, Sanitarium staff set up the Weet-Bix Tryathlon Foundation in 2008, endeavouring to make the Weet-Bix Tryathlon as accessible as possible to every child. For more information, please see www.kickstartbreakfast.co.nz.



Top Tips – Spring time activities

Spring is here, which means it's time again to really start thinking about sunscreen, hats and drinking plenty of water.

Why water? The human body is made up of between 55 and 75 percent water, and is crucial to your health. It makes up, on average, 60 percent of your body weight. Every system in your body depends on water. If you do not drink enough water, your body can become dehydrated, which leads to excessive thirst, tiredness, headaches, muscle weakness and dizziness.

Sunscreen – while it can be thick and sticky, sunscreen is a definite must for young faces – and old ones too! New Zealand has different ultraviolet radiation (UVR) levels that match the cooler and hotter parts of the year. During peak UVR times, New Zealand has 40 percent more intense UVR than corresponding sites in North America! Make sure you wear a 30 SPF sunscreen daily, and re-apply if you are outside for prolonged periods of time.

Hats – the most basic function of a hat is to screen the face from sun to avoid burning and skin damage. There are many different hats that you can wear, but the best are ones with wide brims that shade your ears as well as your face and neck. It's all about attitude – consider it cool (literally) to wear a hat this spring!

Preparing for 2010

KickStart Breakfast Club has an additional 200 spots available for 2010. If you are aware of a decile 1-4 school that would like to join the programme, or know of a school that could benefit by joining the programme please ask them to register their interest online at www.kickstartbreakfast.co.nz. Please ensure they read and agree to the terms and conditions before registering.

Top 5 reasons to visit the website this month

1. Confirm registration for 2010
2. View winning TV adverts
3. Win Sanitarium Weet-Bix Tryathlon entries
4. Learn more about Anchor Moolah
5. Read feedback from other schools

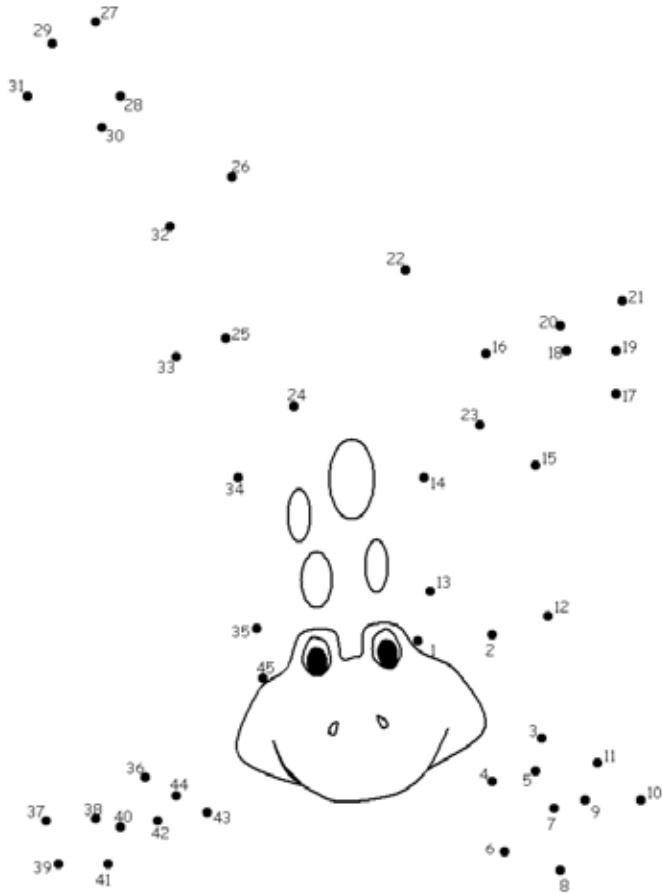
END OF YEAR SURVEY – IMPORTANT NOTICE

2010 is just around the corner and to ensure we have your correct details, we need you to complete a short survey. The survey aims to ensure that we are providing your school with the correct amount of product; to gain feedback on how your breakfast club is running, and to explore event ideas and opportunities in the New Year.

Please log on to KickStart breakfast to complete the survey (www.kickstartbreakfast.co.nz). Please note that you must complete this survey to remain in the programme and receive product for term one 2010.

SPRING PUZZLES

Photocopy this page for your students to enjoy at your breakfast club.

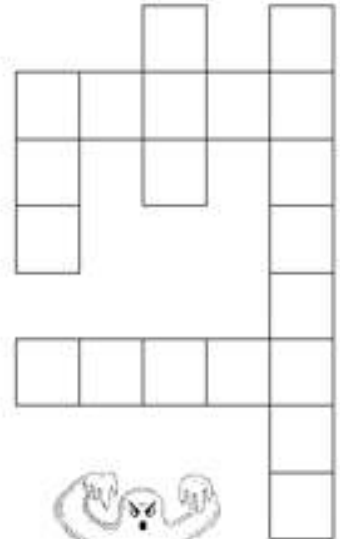


Halloween Crossword

Fit all the words into this puzzle below



BOO
BAT
BLACK
GHOST
SKELETON



PUT SPRING WORDS INTO ALPHABETICAL ORDER

flower	1.
bloom	2.
umbrella	3.
butterfly	4.
robin	5.
grass	6.
rainbow	7.
egg	8.
spring	9.
rain	10.

Halloween Fun Word Search

bat
black
broom
cat
costumes
ghosts
halloween
hoot
monster
moon
mummy
night
owl

pumpkin
scare
skeleton
spider
spirits
spooky
vampire
witch

```

g h o s t s b a t n t
b o l h s p o o k y p
v o b a w i t c h o u
a t l l b r o o m w m
m q a l n i g h t l p
p j c o s t u m e s k
i n k w a s c a t p i
r s k e l e t o n i n
e j e e m u m m y d f
i m o n s t e r q e v
m o o n o e s c a r e
    
```

