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MEDIA RELEASE

29 January 2014

Colour me healthy: LiveLighter launches new fruit and veg campaign

Western Australia's LiveLighter, known for its hard-hitting stance on toxic fat, is taking a vibrant approach for its latest health message to encourage West Australians to eat a colourful range of fruit and vegetables.

Eat Brighter LiveLighter is an Australian first, with WA the first state to have a comprehensive lifestyle campaign.

LiveLighter Campaign Director Maria Szybiak said West Australians were ready for a fresh take on the familiar Go for 2&5 message.

"We've been told for years that we should eat our two fruit and five veg every day, which is still important. What helps keep the motivation up is to brighten up all our meals with a range of colourful fruit and veg."

Eat Brighter LiveLighter will be visible in many of WA's busiest supermarkets and shopping centres.

"People will hear a fantastic ad on the radio when planning their dinner, then see a range of Eat Brighter LiveLighter billboards at their local supermarket," Ms Szybiak said.

There will also be information on the LiveLighter website, including nifty ways to get more colourful fruit and vegetables into your day, plus some simple and tasty recipes.

"Most people know that fruit and vegetables are good for you. By eating a variety of colours each day, you'll maximise nutritional benefits," LiveLighter nutritionist Jenny Atkins said.

"The different colours of fruits and vegetables are caused by different combinations of phytochemicals, which are the nutrients naturally present in plants.

"Putting a variety of colourful fruit and vegetables at the top of your shopping list each week will encourage you to eat more fruit and vegies, and has clear health benefits."

The Eat Brighter message is a simple and unique way of encouraging West Australian adults to eat the recommended two serves of fruit and five serves of vegetables each day.

"When you think of fruit and vegetables, think colour instead. The more colour you add to your meal, the healthier you'll be," Ms Szybiak said.

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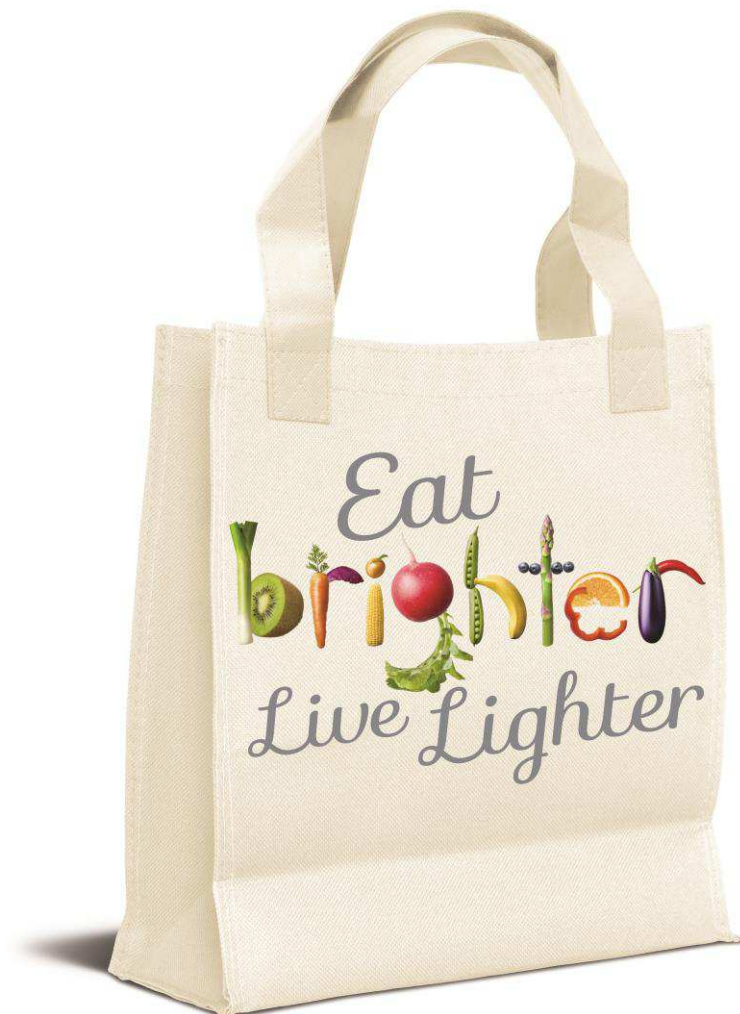
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Eat Brighter LiveLighter will be available online from Sunday 1 February at www.livelighter.com.au/eatbrighter.

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Eat Brighter LiveLighter creative examples



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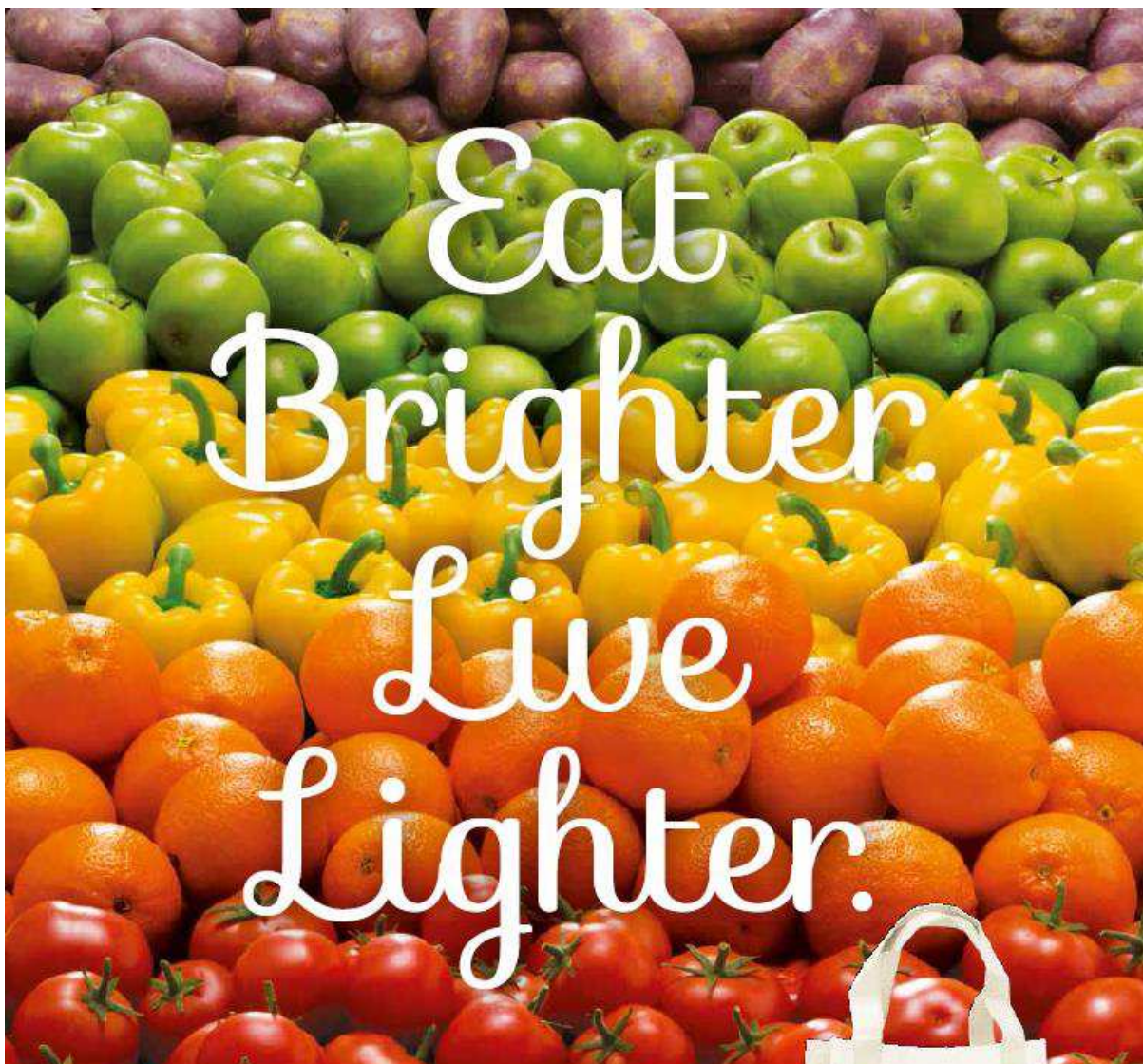
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When you think of fruit and vegetables, think colour instead. Packing plenty of colourful fruit and vegetables into your shopping basket and into your next meal gives your body a great mix of healthy nutrients, vitamins and minerals. So choose a range of colours to get at least 2 serves of fruit and 5 serves of vegetables everyday. Eat Brighter. Live Lighter. For more information and tasty colourful recipes, visit livelighter.com.au/eatbrighter

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Additional information

- Eating more fruit and vegies may be the single most important dietary change needed to improve health, protect against a number of diseases and help maintain a healthy weight.
- A lifetime habit of eating fruit and vegetables every day can help prevent coronary heart disease, some cancers, overweight and obesity and constipation. It can also reduce blood pressure and blood cholesterol levels and improve control of type 2 diabetes.
- West Australians eat only half the amount of fruit and vegetables recommended for good health. Adults need to eat at least two serves of fruit and five serves of vegies each day. The amount children need depends on their age.
- All fruit and vegetables, except olives and avocados, are low in fat and this keeps their energy value (kilojoules) low. They contain phytochemicals (plant nutrients) which are linked to protection against some chronic diseases. They are also high in fibre compared to other foods. This means they can help you feel full without eating too many kilojoules.
- Phytochemicals give fruit and vegetables their distinctive colours, smells and health benefits.

Fruit and vegetables can be grouped into these colour groups:

Colour	Examples
Green	Spinach, broccoli, Asian greens, cucumber, avocado, lettuce, green grapes, kiwi fruit, honeydew melon.
Red	Tomato, red capsicum, red kidney beans, strawberry, red watermelon, cherries.
Orange & yellow	Carrot, pumpkin, sweetcorn, mango, apricot, rockmelon, oranges.
Blue & purple	Eggplant, beetroot, blueberries, plums, black grapes.
White & brown	Cauliflower, brown onion, mushroom, banana, white nectarines, sultanas.

Tips for getting the most out of your COLOURFUL two and five

- Select colourful fruits and vegetables that are in season for the best tasting, best quality, most nutritious and greatest value for money.
- Fruit and vegetables don't have to be eaten on their own: they also count if they're part of a meal or dish such as a stir fry, stew, pasta sauce or smoothie.
- Choose fresh fruit instead of fruit juice or dried fruit. Juices have lower fibre content than fresh fruit. Dried fruit, if eaten in large quantities, can contribute to tooth decay because it contains a concentrated form of sugar that sticks to your teeth.

Don't just pile your plate full of greens; add some reds, yellows and oranges, blues and purples, and some whites and browns. Eat Brighter. LiveLighter.

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