

## ZESPRI'S 2022 VIRTUAL CHALLENGE



**Z**espri's Young and Healthy Virtual Adventure Challenge is taking young Kiwis on a virtual global adventure. The challenge will see students earn points for real-life activities such as drinking lots of water, minimising snack times, sleeping well, eating fruit and veges, and minimising snack foods. With the collected points, students can move their class around the virtual course, visiting and learning about several countries on the way.

Since the event began, it has reached around 105,000 primary-aged children and hopes to involve another 20,000 this year. Throughout the event, kids are encouraged by many prizes and competitions, alongside help from Ardie Savea, Ameliaranne Ekenasio, Kane Williamson and Samantha Charlton as virtual characters.

Kim Harvey launched the programme in New Zealand in 2016 after proven success in Australia with the New South Wales Health Ministry. Encouragement for healthy living is needed more than ever, as a Deloitte report found that 93 percent of teenagers and 48 percent of adults miss the globally recommended activity targets.

Zespri Chief Executive Dan Mathieson has said that as the sponsor, Zespri is delighted to see the positive reaction that the programme has received.

This year's adventure begins on October 20th, with registrations closing in late August.