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Western BOP kids' healthy 'virtual adventure'

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An encouraging 22,000 Kiwi kids – including students from 15 schools in the Western Bay of Plenty – have joined forces with celebrity heroes Ardie Savea, Ameliaranne Ekenasio, Kane Williamson and Samantha Charlton this week to participate in the 2022 Zespri Young and Healthy Virtual Adventure.

Kicking into action yesterday, the health and wellbeing programme is taking Kiwi tamariki on a virtual trip around the globe, instilling healthy habits along the way like moving their bodies, eating extra fruit and vegetables, drinking more water, getting a good night sleep and reducing leisure time spent on screens.

Young and Healthy Charitable Trust and Virtual Adventure founder Kim Harvey they've had more than 120,000 kids through the programme in five years "and each year we see incredible results with teachers, parents and the kids themselves telling us they have more energy, can focus better in class and feel better, which is all the more important as we head to the busy end of year sprint".

The Virtual Adventure was created with the knowledge that healthy habits formed early set a child up for a lifetime of improved physical and mental wellbeing – something Kim says has become even more important as kids have got used

to long stints schooling from home in the past few years.

"Better still, every real-world healthy choice – like moving their body, eating a piece of fruit or drinking water – comes with the instant reward of digital points to add to their class total.

"Over a five week period, these actions start to become ingrained so the likelihood of continuing them is much greater than from a one-off lesson."

Zespri CEO Dan Mathieson says the kiwifruit industry is proud to help 22,000 kids and families get active and instil healthy eating and social habits.



Students enjoying their healthy kiwifruit start to the day.