



09 NOV, 2022

Kids go on virtual adventure

Whangarei Leader, Whangarei Northland

UNDERTOWMEDIA

Page 1 of 2

Kids go on virtual adventure

As the country reels from our dismal C+ rating in the global children's exercise report card, students from Kamo Primary and Kaikohe Intermediate schools have taken matters into their own hands.

They joined forces with celebrity heroes, including Ardie Savea, Ameliaranne Ekenasio, Kane Williamson and Samantha Charlton to participate in this year's Zespri Young and Healthy Virtual Adventure.

And Kim Harvey, founder of the programme, visited the schools to meet the kids, check out their moves and give one class a pair of Asics each.

The health and wellbeing programme is takes 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.

Harvey says the programme has run for five years.

"We've now had over 120,000 kids through the programme, 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 im-

proved physical and mental wellbeing – something Harvey

says has become even more important as kids have got used to long stints schooling from home over the past few years.

"Our health approach needs to put a strong focus on prevention. This year we are so fortunate to be able to get out and visit so

many more of our participants and with more tamariki being in classrooms, we have started our Roving Reporters campaign, so students can tell us the many stories of how they are using the Virtual Adventure on our private Planet WellBeing TV YouTube channel.

"We will also be engaging with

some of our families to follow them post-programme to see how it continues to influence their choices. So, in addition to the newly upgraded programme platform and added "travel destinations", there are some very exciting new elements of the programme this year."

Classes taking part in the Virtual Adventure work as a team to travel across the world. Along the way they are met by their sporting heroes and Asics ambassadors who will show them around and share some interesting facts about local history and geography, as well as some of their pro health and wellbeing tips.



09 NOV, 2022

Kids go on virtual adventure

Whangarei Leader, Whangarei Northland

UNDERTOWMEDIA

Page 2 of 2



Pupils from Kamo Primary who took part in the Zespri Young and Healthy Virtual Adventure.
SUPPLIED