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21st February 2023

Dear Parents/Guardians,

Eat them to defeat them Campaign!

This week marks the start of the 'EAT THEM TO DEFEAT THEM' programme. Eat Them To Defeat Them is an award winning campaign to encourage children to eat more vegetables in a fun way, both in school and at home.

Unfortunately, the majority of children are not eating enough vegetables. Therefore, we hope to turn this around by taking part in this campaign and, with your support, we hope to promote healthy eating habits that the children will keep for life!

Through a partnership between Veg Power, ITV, Channel 4 and Sky, plus the support of supermarkets and schools, the Eat Them To Defeat Them campaign is bringing about real changes in children's attitudes towards vegetables.

During school, children will be encouraged to eat more fruits and vegetables in their meals and at break times. Children will also be sent home with a reward chart and sticker pack and it is hoped that these can be used at home to support your child with incorporating more vegetables into their diet and, where possible, trying new vegetables.

Look out for the Eat Them to Defeat Them adverts on TV and, for more information, please visit: <https://eatthemtodefearthem.com/>

Thank you for your ongoing support.

Kind regards,

Nadine Gordon

PSHE Coordinator