

MEDIA RELEASE
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KidsCan Offers Kids a Brighter Start to the Day

Helping to make a real difference in the lives of New Zealand children

Children in over 30 low decile New Zealand schools who come to class each day hungry will be given a brighter start thanks to the KidsCan Charitable Trust. KidsCan is launching their second initiative 'Food for Kids' this week to help make a real difference in the lives of children from low income families. Teachers will be provided with pottles of fruit and a healthy food bar to give to kids who are missing out on breakfast at home. The programme aims to assist in making a crucial difference to their learning ability.

Julie Helson, Founder and Director of KidsCan, say "It is clear from the teachers and principals we have been talking with extensively in low decile schools, that they know which pupils are coming to school hungry and it is a proven fact that having some form of healthy food in the morning makes a significant difference to their learning capabilities. In year one 'Food for Kids' is going to make this vital difference for over 3000 New Zealand children a week and will continue to expand."

The key sponsors that have enabled this initiative to take place are Conferenz, Contract Logistics and CourierPost. Steve Scott, Managing Director of Conferenz Ltd, says "Conferenz is a strongly family-oriented, 100% NZ-owned organisation and KidsCan's aim to take care of the basic physical & nutritional needs of New Zealand's disadvantaged children really struck a chord with us."

Rachel Morriss, Group Strategic Marketing Manager for Express Couriers Limited which encompasses the brands of CourierPost and Contract Logistics says "When we heard about this initiative, we knew we were in a position to provide assistance".



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Express Couriers is the partner of choice for a number of New Zealand companies including ACP Media, Postie Plus, Ezibuy and OfficeMax and proudly supports worthwhile causes such as KidsCan Charitable Trust and Diabetes NZ as a way to add value to the work we do for New Zealand communities.



Supporting the Food for Kids programme



Promoting good health by being major sponsors of Diabetes New Zealand

“With CourierPost’s extensive coverage of NZ and Contract Logistics warehousing capacity we were able to easily assist KidsCan with all their distribution requirements”. Without the support of these very generous sponsors KidsCan could not help the many thousands of children.

Julie Helson says, “we have heard so many stories from schools who have had breakfast initiatives which have failed in the long-term due in part to the commitment they require with plates to be washed, time to be set aside and equipment to be stored. ‘Food for Kids’ gives teachers the ability to give their pupils something at their desk that they can eat without being singled out or making a fuss.”

The ‘Food for Kids’ initiative will provide a 120g pottle of Wattie’s fruit in juice and a Nice & Natural Chocolate Almond Muesli Active Bar for those kids who come to school hungry. The two components have been carefully chosen for the initiative because of their all-round combined benefits for children to help kick start their day and better their learning capabilities.

KidsCan launched their first initiative ‘Raincoats for Kids’ in June this year. ‘Raincoats for Kids’ has seen over 8000 disadvantaged NZ children receive free adidas raincoats from major sponsor Warehouse Stationery. Doug Howlett and Ali Williams are the official patrons of the charity and continue to show their on-going support.

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