

**Wednesday 12 February 2020**

**COLES PARTNERS WITH STEPHANIE ALEXANDER KITCHEN GARDEN FOUNDATION**  
***More Aussie kids and families to benefit from food education program***

A new three-year partnership between Coles and the Stephanie Alexander Kitchen Garden Foundation will give thousands of children across Australia access to a food education program that helps them develop a healthy relationship with food, self-confidence and life skills.

More than 2,000 schools and early learning centres around Australia currently participate in the Stephanie Alexander Kitchen Garden Program, reaching around 250,000 children and their families each year.

The education-based food program founded by renowned Australian chef Stephanie Alexander AO, aims to make healthy eating second nature for children by making it fun for them to grow, harvest, prepare and share fresh, seasonal and delicious food.

In addition to the ongoing financial support Coles is providing to the Foundation to help spread the word about healthy eating, Coles is celebrating the new partnership by donating 10 cents from the sale of a selection of Coles salads until 24 March.

Customers can help support the Stephanie Alexander Kitchen Garden Program by purchasing selected Coles Australian Large Bagged Salads, priced at \$5 each for 280-300g, including spinach, baby leaf blend, and spinach and kale.

With the support of Coles, the Foundation hopes to reach thousands more Aussie families while allowing schools and centres already running the program to continue their great work.

Coles Chief Marketing Officer Lisa Ronson said the partnership was founded on a mutual desire to help Australian families lead healthier and happier lives.

“The Stephanie Alexander Kitchen Garden Program teaches children to prepare, enjoy and love fresh healthy food, which is something we too are passionate about at Coles. We want to inspire our customers and bring them on the fabulous food journey by helping expand the program and ensure it reaches more families across Australia,” she said.

Stephanie Alexander AO said she is delighted that the partnership will help spread the word to more families that choosing and eating good fresh food is both a healthy decision and a fun decision for the whole family.

"We are delighted that this partnership allows us to bring our fresh food philosophy beyond the school gate and further reach and engage families and communities; together with Coles we want to encourage Australians to enjoy food in the most healthy and sustainable way," she said.

The announcement of the partnership comes as Coles today launches the Coles Fresh 5 Challenge, a brand-new national healthy eating program aimed at Aussie kids.

Endorsed by the Stephanie Alexander Kitchen Garden Foundation, the challenge helps parents motivate their kids to eat a nutritious balanced diet by helping them track the amount of vegetables, grains, calcium, fruit and protein they consume each day on a specially-designed placemat chart that makes a mealtime game of healthy eating.

Coles customers can pick up Coles Fresh 5 Challenge placemats for free in the fresh produce department at Coles supermarkets while stocks last, or download and print a version from [www.coles.com.au/Stikeez](http://www.coles.com.au/Stikeez) from home.

[Click here](#) for photos of Stephanie Alexander and Curtis Stone at the official launch of the new partnership today.



-ends-

**For further information, please contact**

Coles Media Line (03) 9829 5250 or [media.relations@coles.com.au](mailto:media.relations@coles.com.au)