

GLOBAL GUINNESS WORLD RECORDS™ ATTEMPT KICKS OFF AT FOOD REVOLUTION DAY

Friday 16th May 2014: The third annual Food Revolution Day, a global day of action by the Jamie Oliver Food Foundation (UK), today kicked off with Woolworths and over 2000 Sydney school kids participating in a global GUINNESS WORLD RECORDS attempt for '***Most participants in a cookery lesson in 24 hours (multiple venues)***'.

The event saw school kids take part in what is officially the GUINNESS WORLD RECORDS title ***for most participants in a cookery lesson in 24 hours (multiple venues)*** with Jamie Oliver to create his colourful Rainbow Salad Wrap made from fresh, healthy ingredients from Woolies.

To help kids understand where their food comes from and how to prepare it, Food Revolution Day celebrates the importance of cooking good food from scratch and raising awareness of how it impacts our health and happiness. The Jamie Oliver Food Foundation and Woolworths share a passionate belief that healthy cooking skills should be encouraged from a young age.

Australia will be the first country to take part in the Food Revolution Day global GUINNESS WORLD RECORDS attempt, which will continue over the next 24 hours across 100 different countries including the UK, Canada and America.

As part of their ongoing partnership with Jamie Oliver to inspire a healthier Australia, Woolworths have already broken the GUINNESS WORLD RECORDS title for '***The Largest Cookery Lesson***' at the Sydney event, which was verified on the spot.

Jamie said, "Food Revolution day is all about inspiring kids to create healthy, fresh food and showing them that preparing something delicious can be super fun too. I'm so excited that the guys in Australia, with the help of Woolies, are part of a global GUINNESS WORLD RECORDS attempt by my charity before the rest of the world has even woken up for the day."

Managing Director of Woolworths Supermarkets and Petrol, Tjeerd Jegen said, "Today's fantastic GUINNESS WORLD RECORDS title is the latest exciting step in our fresh food partnership with Jamie Oliver to inspire healthy eating habits and a love for fresh foods in Australian kids. We share Jamie's passion to inspire a love of fresh, healthy food amongst Australia's young generation and are proud that we have been able to kick off the effort in such spectacular style."

Also in attendance were players from the Greater Western Sydney Giants who share the same commitment as Woolworths and Jamie Oliver to inspiring healthy eating habits amongst kids. You can follow the global Food Revolution Day activities via the #FRD2014 hash tag.

Media Release



For images and vision of the Food Revolution Day GUINNESS WORLD RECORDS attempt and for further information on the Rainbow Salad Wrap recipe, please contact Ben Cooper on ben@onegreenbean.com.au / 0434 676 390

About Food Revolution Day

Food Revolution Day is about celebrating the importance of cooking good food from scratch and raising awareness of how it impacts our health and happiness – it starts with getting kids food smart, making cooking fun and inspiring a love of food that will last a lifetime. To date, over 100 countries are taking part and over 900 ambassadors are championing the cause worldwide. Food Revolution Day is a campaign by the Jamie Oliver Food Foundation in the UK and USA, and The Good Foundation in Australia.

About the Jamie Oliver

For 15 years, Jamie Oliver has been inspiring people all over the world to cook and eat better food. His books and TV series are enjoyed by millions across the globe and his charity, the Jamie Oliver Food Foundation, works tirelessly to raise the profile of food education through its work in communities and schools in the UK, US and Australia. Jamie is dedicated to empowering and educating as many people as possible to learn how to cook and enjoy good food, giving them the chance to have a healthier future.

