

April 18, 2019

Inaugural National Banana Day to champion industry

Australians love bananas. We eat them at breakfast, drink them in smoothies, pack them in lunchboxes, and we even sing jingles about how they make our bodies sing.

So it is fitting that an entire calendar day has been dedicated to celebrate the much loved Aussie favourite.

Wednesday, May 1, has been earmarked as the first ever National Banana Day.

Developed and funded by Hort Innovation, in partnership with Australian Bananas, the national initiative aims to help champion the industry and hero in on the health benefits that come packed in nature's perfect snack.

Hort Innovation Marketing Lead Elisa King said the inception of this day came about to help ignite a national conversation that raised awareness around the nutrition and benefits of bananas while supporting local growers.

"And we wanted to bring it home with a day of fun and festivities, featuring inspiring content, interactive experiences and celebrating the people who fuel the industry," she said.

Local growers along with Australian Banana ambassadors - NRL superstar Billy Slater and leading dietician Susie Burrell – will host a media event at Australia's most iconic banana, *The Big Banana* in Coffs Harbour on May 1.

In the lead up to the event (Wednesday April 24th at 8:30am), celebrity trainer Sam Wood, along with the official event partner Illumination's Minions, will hold a bespoke bootcamp at Jervis Picnic Site in Sydney's Centennial Park.

The free event is open to all ages and fitness levels and attendees will be treated to banana inspired snacks and smoothies to help refuel post work-out.

And finally, to help bring the message home, the hunt is on for Australia's youngest 'Banana-ologist' to help spruik Australia's inaugural National Banana Day.

The Banana-ologist's key role will be to ensure kids around the country understand the importance of eating bananas, while educating parents on the health kickbacks of bananas for their kids.

Did you Know:

- Bananas provide 5 essential vitamins and minerals
- One banana (100g) provides just 3% of the average person's daily kilojoule needs
- Bananas provide vitamin B6 which helps maintain energy levels
- Bananas are a source of vitamin C, essential for a healthy immune system
- Bananas provide fibre which helps maintain a healthy digestive system
- Bananas provide potassium and magnesium, two minerals essential for healthy muscles

(NB: Key health messages identified from 'Nutritional Profile & Development of Health & Nutrition Related Key Messages' Report 2018)



For more information on National Banana Day, or information on how to enter the Banana-ologist' competition, contact Hort Innovation Marketing Manager Tate Connolly on 0427 145 642 or email Tate.Connolly@horticulture.com.au

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