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By Ed Leahy

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Fyffes praised for tackling obesity

The Irish banana giant earned a marketing award for its Fit Squad scheme, which has reached 4000 young people



Fyffes has been recognised for its efforts in tackling childhood obesity through its fitness-based "Fit Squad" initiative.

The Irish company was presented with a 2019 APMC Star Award, hosted by the Promotional Marketing Association, the representative body for organisations involved in the promotional marketing industry in Ireland.

Fyffes picked up their prize in the category Best Use of Experiential Marketing Within A Budget of €30,000 at a gala awards ceremony held in Dublin's Marker Hotel.

The Fit Squad programme

was developed by Fyffes' Sports Marketing and Events Agency, TITAN Experience, alongside Irish health and fitness expert Tom Dalton.

The scheme demonstrates in 40 minute sessions to young people in schools and clubs throughout Ireland how they can increase their physical activity.

The sessions are carried out in a fun and interactive manner, with simple easy-to-learn exercises and techniques, coupled with advice on the importance of healthy eating and an exchange of talks and tips on the subject.

Last year the Fit Squad message was delivered to over 4000 participants

in the programme, with Fyffes committed to reaching a further 12,000 people across 28 Irish counties, north and south in 2019.

Accepting the award on behalf of Fyffes, their marketing manager Emma Hunt-Duffy said: "At a time when the issue of our children's health and fitness is firmly in the spotlight, we are delighted that our 'Fit Squad' programme has been recognised for the very important contribution it makes."