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Health for Life blossoms at horticultural show



Participants of Birmingham's award-winning Health for Life in the community programme were awarded for their best home grown produce at this year's horticultural show

Participants of Birmingham's award-winning *Health for Life in the community* programme were invited to showcase their best home grown produce at the annual Birmingham Community Food Festival & Horticultural Show.

Held at heritage attraction Winterbourne House & Garden, over 60 entries from across Birmingham were put forward at the horticultural show.

Individuals presented a variety of fruit and vegetables to judges, in which several *Health for Life* participants were awarded for their efforts. The contestants displayed their produce in 28 different categories, including *Health for Life* championship tray, jars of jellies, jams and pickles, largest sunflower head and best in show.

William Henry won best in show for his fantastic parsnips, while *Health for Life* volunteer, Julie Marriot, won first prize for the largest sunflower and best plant grown in an unusual container.

Julie said: "The show was absolutely brilliant, It was a great day out and I met lots of different people. I left with the urge to grow more produce at home. I'll be entering again next year!"

Funded by the Mondelēz International Foundation and delivered by The Conservation Volunteers (TCV), *Health for Life* is £3.1 million five year programme which supports activities that engage people in growing food, healthy eating, cookery and physical activity.

Having created 15 community food growing spaces across south Birmingham involving over 3,000 volunteers so far, the *Health for Life in the community* programme has gone from strength to strength since it started in 2012.

To add to its success, TCV won the 'best show garden' and 'gold' award at this year's BBC Gardeners' World Live for their outstanding *Health for Life in the community* show garden.

Chris Blythe, *Health for Life in the community* operations leader for The Conservation Volunteers, said: "Once again, this year's Health for Life horticultural show was a huge success, and it is fantastic to see it being part of a much wider event celebrating food, community and heritage across the city.

"The participants presented some really great produce and it's wonderful to see them come together for the show. Thank you to everyone that joined us!"

Visitors at the event were also able to talk to local food producers, growers and suppliers, visit local crafters and attend a range of workshops, including a garden design workshop.

TCV and *Health for Life in the community* have established and developed 15 new community food growing spaces in South Birmingham. For more information, please visit www.mondelezinternational.co.uk or www.tcv.org.uk/healthforlife or contact Chris Blythe on c.blythe@tcv.org.uk.

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For all press enquiries, please contact Rewired PR on 0121 236 2132.

Lina Solanki or Ruth Pipkin

lina@rewiredpr.com // ruth@rewiredpr.com

Notes to editors

About The Conservation Volunteers, The Community Volunteering Charity

Every day TCV works across the UK to create healthier and happier communities for everyone - communities where our activities have a lasting impact on people's health, prospects and outdoor places.

TCV works together with communities to deliver practical solutions to the real life challenges they face.

- **TCV transforms people's health:** being active outdoors improves people's mental and physical well-being and brings people together
- **TCV transforms peoples' prospects:** helping people get back to work and improve their economic well-being
- **TCV transforms outdoor spaces:** empowering communities to take responsibility for improving their environment

Our vital work includes:

- **Green Gyms:** Benefits both the health and wellbeing of participants and the people who enjoy these well-managed outdoor places in the heart of their community.
- **Natural Talent:** Supports the development of a wide range of skills from core numeracy and literacy through to hands-on conservation experience.
- **Community Builder:** Encourages people to take an active role in the creation and development of local outdoor spaces that reflect their community's unique needs.

We support:

- Over **11,000** volunteers each year to face the challenges of being indoors, inactive or isolated
- Over **130** Green Gyms to improve people's health and wellbeing
- More than **2,000** community groups across the UK to transform outdoor spaces
- Over **18,000** individuals each year to gain skills, qualifications and move into employment through our ETS programmes.

For over 50 years we have adapted our work with volunteers to reflect the changing needs of communities in the UK and, by giving people a sense of purpose and belonging, we have empowered them to take control of their lives and outdoor spaces for the benefit of all.

Whilst our activities vary, our inclusive approach has remained consistent; bringing people and places together to create happy, healthy and connected communities for everyone.

About Mondelēz International and the Mondelēz International Foundation

Mondelēz International and the Mondelēz International Foundation have donated more than \$1 billion in cash and food to hunger-relief organisations over the past 25 years. The Mondelēz International Foundation works to fight hunger and promote healthy lifestyles in communities around the world supporting programmes on almost every continent. In the UK, the Mondelēz International Foundation funds the *Health for Life* programme, investing £3.1 million (\$5 million) in a five year programme for young people and families in South Birmingham that promotes healthy lifestyles activities.

Mondelēz International, Inc. (NASDAQ: MDLZ) is a global snacking powerhouse, with 2015 net revenues of approximately \$30 billion. Creating delicious moments of joy in 165 countries, Mondelēz International is a world leader in biscuits, chocolate, gum, candy and

powdered beverages, with billion-dollar brands such as Oreo, LU and Nabisco biscuits; Cadbury, Cadbury Dairy Milk and Milka chocolate; and Trident gum. Mondelēz International is a proud member of the Standard and Poor's 500, NASDAQ 100 and Dow Jones Sustainability Index. Visit www.mondelezinternational.com or follow us on Twitter at www.twitter.com/MDLZ.

About Health for Life

Health for Life is a £3.1 million (\$5 million) five year programme which seeks to achieve a sustained difference in healthy lifestyles, across south Birmingham, through activities that engage people in **growing food, physical activity, healthy eating and cookery**. The programme takes a whole community approach to support children, adults and families to live healthier lifestyles for generations to come and has, to date, reached over 150,000 people.

Working in partnership, *Health for Life* is funded by the Mondelēz International Foundation and delivered by The Conservation Volunteers and Health Education Service with Life Education Centres West Midlands, through primary schools, secondary schools and the wider community, around Bournville, close to where Mondelēz International employees live and work.

Health for Life in primary schools was initiated in September 2011 and the other two programme strands, *Health for Life in the community* and *Health for Life in secondary schools* were introduced in 2012.

The programme supports Change4Life, the wellbeing campaign from the Department of Health, and has received national acclaim with Mondelēz International winning the Food and Drinks Federation Health and Wellbeing Award in 2013 and Business in the Community's Responsible Business Award, in the Building Stronger Communities category, for the *Health for Life in primary schools* programme.