



THE GOLD STANDARD



CALIFORNIA PRUNES TEAM UP WITH SPORT RELIEF TO GIVE KIDS A SPORTING CHANCE

The California Prune Board is delighted to be supporting Sport Relief through a number of activities next year. Sport Relief 2010 launches in January and culminates on the 19th to 21st March with a weekend of energy entertainment and celebrity filled events, including a night of cracking TV. Schools and kids across the country are being invited to participate in the fundraising efforts by entering a Sport Relief competition and California Prunes are providing the numerous prizes for the winners. California Prunes will also be undertaking a sampling campaign at the 250 Sainsbury's Sport Relief Miles taking place across the UK. Thanks to the slow release carbohydrate and naturally occurring sugars, prunes are the perfect snack to eat before taking part in sport.

The competitions being developed for schools and kids are centered round the work of Sport Relief and explore how the money the charity raises can benefit children in the UK and across the globe. Children of all ages can take part and each winning class will receive activity or sports equipment for their school. Kids under 13 years can also enter a competition from home, through an interactive, online comic-strip generator. The winning entries will be rewarded with Nintendo Wii consoles and games.

Individually wrapped California Prunes will be sampled in the Sport Relief goody bags, which will be given to 110,000 adults and 60,000 kids participating in the Sainsbury's Sport Relief Miles. The adults will also receive a leaflet providing more information on healthy eating and the benefits of California Prunes. California Prunes provide slow release carbohydrate, so are great for anyone taking part in sport. Eaten as a snack they will help to provide a natural energy boost and keep you feeling fuller for longer. California consistently produces the world's highest quality prunes, so only the best plums make it from the orchard to the kitchen cupboard.

For more information visit www.californiaprunes.co.uk

Ends

December 2009

For more information please contact Amy or Larissa at Believe Eve: 0845 299 0200 or amy@believeeve.com



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../2

Editor's notes:

About Sport Relief

As one of the UK's biggest fundraising events, Sport Relief brings the entire nation together to get-active, raise cash and change lives. The Sport Relief Weekend takes place from Friday 19th March to Sunday 21st March 2010 including a night of Sport Relief telly and the Sport Relief Mile events across the UK on Sunday 21st March. All the cash raised will help transform the lives of those in desperate need across the UK and the world's poorest countries.

Since its launch in 2002 over 1.25 million people have taken part in Sport Relief, helping to raise over £75 million. Sport Relief has a unique history of dedicated people doing extraordinary things to rise to the challenge, from David Walliam's astonishing swim across the English Channel to Eddie Izzard's truly amazing marathon a day around the UK.

Further information is available on www.sportrelief.com

Sport Relief is an initiative of Comic Relief, registered charity 326568 (England/Wales); SC039730 (Scotland).