



17 September, 2008

## Calendar Note

### **Sanitarium Weet-Bix Kids TRY-athlon 2009 – On your mark, get set, go!**

Thousands of Aussie kids will discover just how fun an active lifestyle can be when they join their mates for the exciting yet challenging 2009 Sanitarium Weet-Bix Kids TRY-athlon.

Around 15,000 kids aged between seven and 15 will swim, ride and run their way around spectacular courses at seven cities and major regional locations across the country from February to April.

In partnership with the MBF Foundation, the Sanitarium Weet-Bix Kids TRY-athlon series inspires children to get off the couch and get active in a friendly and supportive environment where the emphasis is on enjoying the experience rather than competition.

Distances vary depending on age and no placings or times are kept. Kids of all abilities will cross the finish line a champion, with every participant taking home a medal!

Registration is now open, with early entrants going into the draw to win a family holiday to Hawaii valued at over \$12,000. Places are limited so for more information go to: [www.weetbix.com.au](http://www.weetbix.com.au)

Sanitarium Weet-Bix Kids TRY-athlon is presented in partnership by Sanitarium Weet-Bix and the MBF Foundation and supported by official sponsors Eveready, New Balance, Malvern Star, Australia Post, Dettol, Band-Aid, Rosebank and Le Tan.

Event Date	Venue	Registration Closes
1 <sup>st</sup> February 2009	Olympic Park, Sydney	Tuesday 13 January 2009
8 <sup>th</sup> February 2009	Langley Park, East Perth	Tuesday 13 January 2009
15 <sup>th</sup> February 2009	Midcourse Reserve, West Lakes (Adelaide)	Tuesday 27 January 2009
22 <sup>nd</sup> February 2009	Catani Gardens, St Kilda (Melbourne)	Tuesday 27 January 2009
15 <sup>th</sup> March 2009	Eastern Beach, Geelong	Tuesday 24 February 2009
22 <sup>nd</sup> March 2009	Australian Institute of Sport, Bruce (Canberra)	Tuesday 3 March 2009
5 <sup>th</sup> April 2009	South Bank Parklands, Brisbane	Tuesday 17 March 2009

#### Contact:

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#### About Sanitarium

Sanitarium Health Food Company commenced operations in 1898 and is one of Australia's most trusted brands. We are proudly 100% Australian owned and operate 12 manufacturing and sales sites around Australia and New Zealand which employ more than 1700 employees. We are leaders in the food industry in the areas of research, product development, and nutrition education.

Sanitarium Weet-Bix, is Australia's No.1 selling cereal, a position it has held continuously for over 40 years. In 1986, Sanitarium introduced So Good soymilk, to the Australian market. So Good is now the market leader in Australia, New Zealand and Canada and a market leader in the UK. Sanitarium launched Up&Go, a liquid breakfast range, in 1998 and it is now ranked 3<sup>rd</sup> in Australia's Top 10 cereals.

Sanitarium's Nutrition Service (SNS) provides free information for consumers and health professional on a range of health issues to support people in making healthy life choices. Consumers and health professionals consider SNS the most trusted source of nutrition information within the food industry.

For more information about Sanitarium visit [www.sanitarium.com.au](http://www.sanitarium.com.au) or call 1800 HEALTH.

#### About the MBF Foundation

The MBF Foundation was established by MBF Australia in 2005 as a charitable organisation to support partnerships and activities in important health research, health education and programs to help build a healthier Australian community.

Focusing on promoting wellness and preventing obesity, healthy ageing and keeping healthcare affordable the Foundation to date has received around 500 high quality proposals and funded over 30 projects nationally. We are partnered with leading researchers, academic institutions and community groups.

For more information, please visit [www.mbf.com.au/foundation](http://www.mbf.com.au/foundation) or email [foundation@mbf.com.au](mailto:foundation@mbf.com.au)