

'Eat Fit Keep Fit' – Fussy Eater

About 90% of children go through a stage of Fussy Eating, refusing food. Around the age of two, a child's sense of independence begins to emerge and refusing food is a way of asserting themselves. Due to this rebellion the pattern on fussy eating can be very difficult to break.

This year's Tumble Tots' Eat Fit Keep Fit campaign has a central theme around 'Fussy Eaters'. Tumble Tots have teamed up with the world's leading expert and best-selling author on Baby and Children's food and nutrition – Annabel Karmel. Since 1991 she has written 14 books selling in excess of 2 million copies world wide.

Annabel mother of three is keen to share her knowledge and expertise regarding fussy eating due to having a child herself that would not always eat the correct foods. Annabel researched baby and childrens food books to find them bland and boring this encouraged her to commence writing recipes to ensure babies and children were getting the correct minerals and nutrients from fresh food.

Annabel says 'I think it's terrific that Tumble Tots are encouraging families to not only keep physically active but to also eat healthily. What children learn at such an early stage in their development should help them to lead a long, fit and healthy life'.

Eat Fit Keep Fit booklets giving useful tips to cope with fussy eaters for example ensure the child is hungry, plenty of fresh air and exercise does wonders for a child's appetite and it's amazing how less fussy they become. Food is much more appealing if laid on the plate in shapes and different formats. Eat Fit Keep Fit booklets will be handed out to more than 50,000 Tumble Tots members across the UK. 'The campaign will help all Tumble

Tots parents and non-members parents to try different methods to encourage their children to eat healthily. “ It’s great to have Annabelle Karmel on board supporting our campaign, and we hope our booklet will help provide parents and carers with plenty of food for thought, on how to cope with a fussy eater ,“says, David Hunt Sales & Marketing Director Tumble Tots (UK) Ltd.

Everyone is invited to send in their top tips and recipes for getting a fussy eater to eat well. The 20 best recipes will win fantastic prizes. Annabel Karmel the world’s leading expert and best-selling author on children’s food and nutrition will judge the competition.

Throughout the United Kingdom more than 50,000 children and their parents will receive the ‘Eat Fit Keep Fit’ booklets and stickers throughout the week. For more information and for your free copy of the ‘Eat Fit Keep Fit’ booklet, please call Nicola Parsons on 0121 585 7003.

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For more information on ‘Eat Fit Keep Fit’ campaign, please call: Tumble Tots (UK) Ltd on 0121 585 7003

Notes to editor

1. Tumble Tots is an active play programme for children from 6 months to seven years.

It is designed to develop children’s physical skills of agility, balance, co-ordination and climbing as well as develop their positive personality traits. The sessions are 45 mins, once a week. There are more than 500 Tumble Tots centres in the UK. Since 1979, more than a million children have experienced the Tumble Tots lifestyle. There are currently over 50,000 Tumble Tots members.

2. Annabel Karmel is the worlds leading expert and best-selling author on baby and children's food and nutrition. Since 1991 she has written 14 books selling in excess of 2 million copies world wide.

3. For more information on Annabel and her new range of ready meals 'Eat Fussy' designed for 1 to 4 year olds now in Sainsburys visit www.annabelkarmel.com