



December 2016

JOIN LIBBY BABET AND TAKE ON A NUTTY CHALLENGE THIS MARCH

#NUTS30DAYS30WAYS

1-31 MARCH 2017

WHAT: Aussies are being urged to go nuts this March and nosh on a handful of nuts a day as part of the #nuts30days30ways challenge.

Now in its second year, the nutty dare is all about getting Australians to eat more nuts, with most people missing out on the wide-ranging health benefits of this nutrient dense snack.

WHO: The challenge was started by Nuts for Life, Australia's leading nutrition authority on tree nuts. In 2017, celebrity trainer Libby Babet, from the all new *The Biggest Loser: Transformed, Season 1* will be leading the charge to crack the #nuts30days30ways challenge and inspire the rest of us to join the nutty crusade.

"Including some healthy fats in my diet makes me feel so much more energetic and helps to seriously cut down on sweet cravings," says Libby Babet. "I find my body looks and feels best when I count nutrients rather than calories, so nuts are a nutrient packed snack for my active and busy lifestyle.

"One of the ways I love to eat a handful of raw nuts is with some fresh blueberries and a square of 85% dark chocolate chopped into small pieces. It's a super healthy snack that fires up my brain for the afternoon."

WHY: Nuts are nutrient rich and high in healthy polyunsaturated and monounsaturated fats. When eaten as part of a healthy diet, nuts help maintain a healthy weight and regular eating can boost your metabolic rate by 5-10%.

Eating nuts at least five times a week has also been shown to reduce the risk of heart disease by 30-50% because nuts help lower cholesterol, manage blood glucose and reduce insulin levels.¹

Australians eat on average just 6-7g of nuts a day²; well below the Australian Dietary Guidelines' recommended 30g serve.³

HOW: Take part in the #nuts30day30ways challenge in three easy steps:

1. Get inspired by following Nuts for Life on [Facebook](#), following @NutsforLife on [Twitter](#) and @nuts_for_life on [Instagram](#) and [Libby Babet](#) for inspiration and recipes.
2. Every day in March, snack on a handful of nuts or add them to a meal. Inspire others by taking a pic and sharing on social media.
3. Add the hashtag #nuts30days30ways to your photo to go into the running to win weekly prizes of nuts and a Lorna Jane \$100 gift card.

Media Enquiries: Please contact Bite Communications (02) 9977 8195, or Rebekka Wake on (02) 8488 3264

Nuts for Life is Australia's leading nutrition authority on tree nuts. Funded by the Australian Tree Nut Industry and Horticulture Innovation Australia, the nutrition education initiative aims to educate Australians about the nutrition and health benefits of regular tree nut consumption. For more, visit www.nutsforlife.com.au

References

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