



MARS AFRICA ENCOURAGES HEALTHY EATING FOR GRADE 2 LEARNERS

Mars Africa, the country's leading manufacturer of food, pet care and confectionary products has once again taken the lead in educating the public on correct nutrition and healthy eating. This time it was through a global CSI program – The Mars Ambassador Program – an initiative that provides meaningful engagement opportunities for the company associates.

Mars Africa has carefully chosen Grade 2 learners at Cape Town based primary school, Marconi Beam, as its venue and outdoor classroom. Through a partnership with international gardening and outdoor lifestyle expert, Rebecca P. Cohen, Mars ambassadors and Cohen worked carefully today with the learners and their teachers in educating them on healthy eating and nutrition through cultivating their own vegetables. Teachers and learners were taught about plant lifecycles, the importance of organic gardening and correct maintenance of an organic garden. Each child planted their own seeds in a movable container which allowed kids to take it into their classroom or take home to share with their family.

The Mars Ambassador Program was created in 2008 with a mission to provide meaningful engagement opportunities for Associates in-line with the company's core business objectives, corporate responsibility priorities and commitment to putting its principles of Quality, Responsibility Mutuality, Efficiency and Freedom into action to make a difference in communities throughout the world.

"We were extremely excited to be part of this program and to increase our knowledge on nutrition. Most importantly, it was an amazing experience to pass on our skills to the learners at Marconi Beam Primary School," says Tumi Masekela, Corporate Affairs Manager at Mars Africa and ambassador for the 2011 Mars Ambassador Program.

As part of the 2011 Mars Ambassador Program visit to South Africa, Cohen trained Mars Associates from South Africa, the UK, Belgium, Brazil and the US on backyard gardening and the creation of health and nutrition materials, allowing them to return to their home countries and create similar programs.

"I am honoured to have been approached by Mars to lead their Mars Ambassador Program in South Africa," says Cohen. "I've made it my personal mission to increase awareness about living a healthy, active lifestyle. It was amazing to work hands-on with this community to equip them with tools to lead a better life!" Cohen concludes.

http://www.theevent.co.za/daily_news/view/2837