



March 14, 2008

Dear Teacher

Get Set & Go Fish! Campaign Featuring Norwegian Salmon

On behalf of the Association of Home Economists Singapore (AHES) and the Norwegian Seafood Export Council (NSEC), we are pleased to announce the launch of the *Get Set & Go Fish! Campaign* featuring Norwegian Salmon. This unique education program, aimed at promoting healthy eating among teenagers, is a "gift" from the NSEC and the Norwegian Seafood Industry. This project is also supported and endorsed by the Norwegian Ambassador to Singapore, HE Ms Janne Julsrud, who will officiate the launch of the program on March 14, 2008 at the Raffles Girls' Secondary School.

Whether a child is at school only during the academic school day or involved in extracurricular activities, the school environment provides numerous opportunities for students to learn about healthy eating and physical activity. School-based food and nutrition education programs provide the most effective vehicle to deliver healthy eating messages to students as it leverages on the consistent availability of students, the expert skills of the teachers, and serves as a trusted source of information for parents.

The *Get Set and Go Fish! Campaign* which will run from March - August, 2008 will bring two proponents of Healthy Eating and Healthy Cooking together, namely AHES teachers and the Norwegian Seafood Export Council. The objective is to create awareness on healthy eating by promoting the nutritional value and health benefits of Norwegian Salmon among secondary school children in Singapore.

Norway is the leading producer of Atlantic salmon. More than 80% of fresh salmon sold in Singapore is from Norway. Among the fish species, salmon is rich in omega 3 fatty acids. Omega-3 fatty acid is an essential fat that is beneficial for health. Several scientific studies have shown that omega-3 fatty acids support heart health, lowers blood triglycerides and blood pressure. It also reduces inflammation now considered a risk factor in the development of heart disease.

Salmon also contains a high level of protein, vitamins such as thiamin, niacin, choline and vitamin A and minerals including potassium, phosphorus and selenium. Salmon is also moderate in cholesterol. This program will serve to further reinforce the Health Promotion Board's (HPB's) and the American Heart Association's recommendation of eating fish, especially fatty fish, at least twice a week.

Sponsored by NSEC, and supported by HPB and the Singapore Chefs Association, this program will be organised through AHES. The program will roll out to teachers, children and parents through the following communication channels:

- 1) the provision of a nutrition education resource package for Home Economic teachers to impart to home economics students;
- 2) nutrition talks and cooking demonstrations for Home Economics teachers and students;
- 3) in-house school cooking competition;
- 4) national cooking competition;
- 5) educational pamphlet on the nutritional benefits of Norwegian Salmon to be disseminated to all secondary school students and parents;
- 6) a public relations program to support the school campaign.

We recognise that schools are in the best position to promote healthy lifestyle choices by students to support lifelong wellness. Your participation in the *Get Set & Go Fish! Campaign* will go a long way in ensuring that good nutrition through good education will help to improve the eating habits and health status of children in Singapore.

We look forward to working with you and your students on this exciting new program.

Sincerely,

Ms Mika Tomiyama
Regional Manager – South East Asia
Norwegian Seafood Export Council

Mrs Dorothy Krishnan
President
Association of Home Economists Singapore

EVENT ORGANISER:
Corporate Media Services P L
3 Pickering Street #02-36 Nankin Row
China Square Central Singapore 048660
Tel: (65) 6327 8825 Fax: (65) 6223 7314
www.corpmediapl.com

SUPPORTED BY



ORGANISERS





March ~ August, 2008, Singapore

Participate and Win!

ACTIVITY	INCENTIVES
<p>Get Savvy with Salmon</p> <ul style="list-style-type: none"> • Launch of the <i>Get Set & Go Fish!</i> School Program for all Home Economics Teachers • Includes an interactive session to prepare Norwegian Salmon with Celebrity Chef Jimmy Chok <p>Date : March 14, 2008 Time : 0830 – 1100 hours Venue : Raffles Girls' Secondary School</p>	<ul style="list-style-type: none"> • Get your copy of the <i>Get Set & Go Fish!</i> Program Resources. • And, many more special gifts from NSEC.
<p>Fish Tales From Norway</p> <ul style="list-style-type: none"> • Talk on the nutritional value and healthy preparation of salmon in Secondary Schools by Home Economics Teachers in their own schools using the <i>Get Set & Go Fish!</i> Resource Toolkit. • Cooking Demonstration for all Home Economics Students by Home Economics Teachers in their own schools using the <i>Get Set & Go Fish!</i> Resources <p>Date : Anytime between March 30 – May 23, 2008</p>	<ul style="list-style-type: none"> • Register early. Free Norwegian Salmon will be available to 30 schools on a first-cum-first served basis. • The first 5 schools to register will have Celebrity Chef Jimmy Chok conduct the cooking demonstrations in their schools. • Conduct the talk and the demonstration in your school. Complete a simple Feedback Form and email to marcom@corpmediapl.com or fax to (65) 6223 7314. • Teachers will receive special NSEC hot kitchen mittens and NSEC bookmarks for your students.
<p>School of Salmon - The School Challenge In-house cooking competition featuring Norwegian Salmon for Home Economics Students</p> <p>Date : Anytime between July 7-14, 2008</p> <p>Send in your team's registration for The National Cooking Competition to AHES by July 21, 2008.</p>	<ul style="list-style-type: none"> • Register early. Free Norwegian Salmon for the first 12 participating schools on a first-cum-first served basis. • Certificates for winning teams and participating students. • Letters of appreciation to the Principal and the Home Economics Teachers supporting the in-house school competition. • Winning team stands to qualify for The Great Norwegian Salmon Cook Out, the National Cooking Competition.
<p>The Great Norwegian Salmon Cook Out The National Cooking Competition For winning teams of Home Economics Students from 12 schools selected by AHES.</p> <p>Date : August 23, 2008 Venue : Raffles Girls' Secondary School</p>	<ul style="list-style-type: none"> • Free Norwegian Salmon for all competing teams. • All participating students will receive a Certificate of Participation. • Top three teams will receive certificates, medals and book vouchers. • Winning schools will also receive trophies. • Special commendation letters for participating teachers and schools.