

MEDIA RELEASE



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POWERHOUSE MUSEUM TAKES MAGICAL APPROACH TO RAISING HEALTHY KIDS

The Powerhouse Museum, with the support of the MBF Foundation, today launched *The Magic Garden: MBF Foundation Healthy Kids Unit*, a unique interactive play space providing a magical environment for young children to learn lifelong healthy eating and activity habits.

Dr Dawn Casey, Director, Powerhouse Museum, said the pioneering children's play space was the first of its kind in Australia, combining state-of-the-art technology with physical interactivity to capture children's imaginations and encourage learning through multi-sensory play.

"*The Magic Garden* brings together a range of exclusive Australian-first interactives with advice from leading health and education experts to foster skill development, problem solving, imagination and confidence building," said Dr Casey.

Dr Christine Bennett, chair of the MBF Foundation Steering Committee, Chief Medical Officer at Bupa Australia and paediatrician, said *The Magic Garden* was an inventive way to deliver the message of healthy eating and activity in a language that kids can understand and love.

"Obesity is a growing public health concern in Australia with high costs to the community. Targeting children's lifestyle behaviours when they are at this early and impressionable stage is a key strategy in ensuring a lifetime of healthy habits," she said.

Aimed at children aged two to eight years of age, *The Magic Garden: MBF Foundation Healthy Kids Unit* was developed in consultation with leading health experts including Dr Robbie Parker, Head of the Children's Hospital Institute of Sports Medicine, The Children's Hospital at Westmead.

The Magic Garden features nine interactives in a magical environment - kids can climb amongst a pumpkin patch, splash and chase fish in a digital pond, catch butterflies and insects at a garden gate and create their own outdoor picnic - to name a few of the fun activities.

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There is also a parents corner featuring a film on healthy eating and activity ideas for children that mums and dads can watch whilst their kids play in *The Magic Garden*.

In conjunction with the opening of *The Magic Garden* the Powerhouse Museum has also updated its café menu to include a balanced healthy lunch option devised by children's obesity expert and Accredited Practising Dietitian Susie Burrell, all packed into a fun lunchbox themed with the Museum's popular kids' mascots, Zoe and Cogs.

The Magic Garden: MBF Foundation Healthy Kids Unit is open daily from September 23 and is free with general museum admission - \$10 adult, \$5 child, \$25 family.

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The MBF Foundation is a charitable institution set up by MBF to support and manage important health initiatives for the community using a portion of MBF Group's investment income each year. The Foundation is focusing on three key areas – wellness and obesity, supporting healthy ageing and keeping healthcare affordable