



## **#KIDSINTHEKITCHEN**

As part of our Simply Veg campaign, the theme of the month is cooking with kids. Research shows that one of the best ways to develop a love of veg in kids, is to get them involved in the prep of the veg. Not only is cooking an essential life skill for kids to learn, but it's a great, fun way to get them engaging with healthy foods!

### **What we are doing**

As part of our mission to encourage the UK to eat more veggies, we're running a campaign starting 19th January 2023 to encourage families to invite their kids into the kitchen to help prep, cook or simply watch. We'd like to feature ideas and inspiration to encourage kids to help in the kitchen.

### **Where we need support**

We'd love your support to help get the message out by sharing your tips, ideas, tricks etc across social media, using the hashtag #KidsInTheKitchen from 19th January until the end of the month.

### **For more information**

If you are able to support this campaign, would like more information or would like to support us in the future, please email Stephanie Douglas [stephanie.douglas@vegpower.org.uk](mailto:stephanie.douglas@vegpower.org.uk). We look forward to hearing from you and many thanks for your support.

The Veg Power Team

