



9 October 2009

Media release

NRL Grand Final hero urges Australians to Ride to Work

Billy Slater says "on your bike" for Ride to Work Day, 14 October

Billy Slater, champion Melbourne Storm full-back and Clive Churchill medal winner for best afield from last Sunday's victorious NRL Grand Final, is urging Australians to turn their backs on the car and public transport and ride their bicycles to work on Wednesday 14th October, which is Ride to Work Day.

Billy is also an Australian Banana ambassador because as well as being a great example of health and fitness, he hails from Innisfail in Far North Queensland where 95% of Australia's bananas are grown.

Australian Bananas is a sponsor of Ride to Work day which means all participants in Ride to Work will be rewarded at the end of their ride with a fresh Australian banana in each capital city on the day.

David Chenu, Domestic Marketing Manager for Horticulture Australia says, "Active people across a huge number of disciplines all recognise the power of a banana as a refuelling source when competing or exercising intensively.

"There are many great nutritional aspects that people need to know about the power of the banana which makes them the number one selling fruit and in the top 10 supermarket sales items.

"Put simply they are a brilliant pack of health and nutrition all presented in a natural package.

"A banana gives a sustained and substantial boost of energy, which is why they are a favourite choice for cyclists as well as footballers like Billy Slater and other athletes looking for a quick source of carbohydrate. The riper a banana, the quicker it is digested and converted to muscle fuel.

"Carbohydrate snacks are very useful for bringing low blood glucose levels back to normal and help avoid the mid-afternoon slump often experienced at work. We can control our blood glucose levels by snacking on high carbohydrate foods every 2-4 hours to keep levels steady.

"Healthy natural carbohydrate snacks like a banana are very useful for clear thinking, improved memory and mood. Bananas are ideal, because of their low GI and zero fat level," Chenu says.

Billy Slater is encouraging everyone who can to get on their bikes and ride to work next Wednesday and to enjoy a fresh Australian banana at the end of the journey in the morning.

Enquiries

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