



**Tuesday 30th January, 2007**

**Draft Media release**

### **Fitness First brings back bananas**

Fresh bananas were in abundance at a major Melbourne CBD Fitness First gymnasium last Wednesday as members celebrated the fruits much anticipated return to their healthy diets.

The promotion, run by the Australian Banana Promotions Company was designed to reinforce the message that bananas are back and draw attention to their drop in prices to lows of \$1.99 kg at some retailers.

The promotion also served to highlight the 're-fuel with bananas' message linking the fruit's nutritional and carbohydrate value to sport amongst the gym's fit and active membership base.

Over 650 bananas were distributed throughout the day at a stand staffed by Australian Banana Promotions Company representatives who were available to answer any questions members had regarding banana supplies and prices.

The bananas were offered to members as they walked into and out of the gym reinforcing the message of 'refueling' before and after workouts to get the most out of their fitness routine.

Craig Allen, Chief Executive Officer of The Australian Banana Promotions Company said that although the promotion was a trial for both Fitness First and the ABPC 'the excitement and appreciation received from trainers, staff and members alike, all thrilled to know that their favourite fruit is back, suggested that the promotion was a huge success.'

Fitness First has requested follow up events throughout their gyms nationally based on the success of the promotion.

### **Enquiries**

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