



Fairfield Community Primary School

HEADTEACHER: Mr M. Tuckwell ASSISTANT HEAD: Mrs C. Harrison ASSISTANT HEAD: Mr T. Keene

Dear parents/carers,

Once again, our school is one of many across the UK taking part in the Eat Them to Defeat Them 2025 schools' programme. Again the evil veg are back and only way to defeat them is to eat them! The idea is that the children can taste the vegetables from the campaign in a fun and exciting way, whilst also looking after their teeth and understanding how important a healthy diet can be. This can be at school and at home too.

Your child will receive an envelope soon with a home reward chart to help encourage healthy choices. In 2024, nationally, 77% of parents reported that their children ate more vegetables because of this event and that even 'fussier eaters' tried hard too!

This year, as part of the campaign, children will be asked to munch, crunch and champ to help their teeth stay healthy and happy.

See below for Fairfield's schedule:

- Week of the – 10th March
- Week of the – 17th March
- Week of the – 24th March

Keep an eye out for their exciting new TV advertising campaign that starts in February until April on ITV Channel 4 and Sky. You can follow the campaign @VegPowerUK on Facebook, Twitter and Instagram.

Hope they enjoy getting involved,

Miss Rushby and the school councillors.



An Academy member of the Symphony Learning Trust

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