

Exercise lacking a-peel

New *National Banana Day Virtual Relay* launches to get Aussies moving again

- New research reveals Australians' level of physical activity is at an all-time low compared to three years ago due to being time-poor (37%) and more unmotivated than ever (32%)
- This National Banana Day (18th October), Australian Bananas is launching a national movement, *The Banana Day Virtual Relay* to combat this slump
- Olympic runner Jana Pittman is leading the charge to get the nation moving and encouraging Aussies to join the Relay from anywhere

3rd October 2023: The cost of living crisis is not just affecting Aussies' hip pockets, but our overall wellbeing too. New research from Australian Bananas reveals that while just half of Aussies want to prioritise exercise (51%), over a quarter (26%) can't afford the gym or to do a sport they love.

The research shows that over a quarter of Aussies don't believe they're getting the recommended amount of daily exercise (28%) due to working long hours (38%) and having to spend time taking care of the family (33%).

This is lower than during the pandemic, with almost a third of Aussies admitting that exercise has become less of a priority than three years ago (30%), putting it down to being time-poor (37%), being more unmotivated than ever (32%) and not feeling like working out because they're too tired after work (25%).

To get the nation moving this National Banana Day on the 18th October, Australian Bananas is creating a national movement, literally, by calling on every Aussie to make their body sing again with the *National Banana Day Virtual Relay*.

Former Olympic runner Jana Pittman is leading the charge of getting the nation back on our feet – at little to no cost.

“Getting myself up and moving always puts me in a good mood, and that's why I'm so excited to be encouraging Aussies to partake in the *National Banana Day Virtual Relay*.”

“I've made a career out of being fit and healthy, yet there are times when I've lost motivation or felt like I just didn't have the energy. So I'm excited to encourage Aussies to reach for a banana and join the Relay - it's as simple as getting active, filming it, posting it and passing it on,” Jana says.

The free virtual event encourages everybody to get moving whichever way they like, as despite the barriers, half of Aussies are still wanting to prioritise their physical activity (51%), as the majority of Aussies (52%) reveal they are in a better mood, followed by feeling less stressed and getting more sleep (30%) post exercise.

To get involved in the *National Banana Day Virtual Relay*, Aussies can grab a banana, film themselves being active, then pass the banana 'baton' left or right and share on social channels using #BananaDay for friends, family and followers to join in. Participants who share their moves can go into the running to win 2 x \$1,000 EFTPOS Gift Vouchers.**

Together with Jana Pittman, Australian Bananas has created an online toolkit that highlights all the ways Aussies can get moving again as part of the Relay. This comes as the research reveals four-fifths (79%) of Aussies prefer to go for a walk, followed by going to the gym (26%), going for a run (20%), going for a bike ride (14%) or playing a team sport (9%) to hit their exercise goals.

Paul Inderbitzin, of Kureen Farming in QLD says: “National Banana Day is such an exciting day of the year for us as growers, after years of unpredictability. So, it’s great to be able to celebrate local produce in a really unique and fun way.

“Bananas are Australians’ go-to snack when they are looking to fuel their body for a workout. Naturally convenient, full of magnesium, folate and vitamin B6 - bananas are perfect for fuelling any hop, skip or jump. We’re proud to make Aussie bodies sing again!”

How ‘bananas’ do Aussies go?

- Bananas are one of Australia’s favourite energy snacks – with 90% of Aussie households purchasing each year.
- 374,000 tonnes of bananas were produced in FY22
- 6.6 million Aussie households purchase bananas every 4 weeks

Australian Bananas are available year-round at all major grocery, independent and local food markets. Visit [AustralianBananas.com.au](https://www.australianbananas.com.au) to find all the activities Aussies can pick back up to get their bodies singing again and join in the Relay from anywhere.

– ENDS –

Notes to editors:

*Research conducted in July 2023, by Pureprofile on behalf of Australian Bananas on a sample of 1003 Australians.

** See <https://www.australianbananas.com.au/BananaDay/Terms> for terms and conditions.

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