



Lincolnshire Co-op
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MEDIA RELEASE

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11-year-old's artwork inspires healthy habits locally

Artwork by 11-year-old Valerija Podberiozkina from Spalding has been selected from **hundreds of submissions** to a recent children's drawing competition, and is being used in **101 local shops**, to promote Lincolnshire Co-op's free fruit scheme.

The scheme allows children that are linked to an adult member's account to pick up either a **gala apple, banana, or orange** for free on each day during selected school holidays.

This free fruit period began on Monday 27th July, and will run until Saturday 5th September.

Valerija's design will sit centre-stage of the campaign, anticipated to be seen by **hundreds of thousands of people**.

It will be printed on **all marketing materials** digitally, including email images and website graphics, and instore, such as on posters and shelf markers.

Her artwork will also feature on the letters sent out to registered families, and the **free fruit cards** that children use to redeem their fruit at the till.

To celebrate Valerija's achievement, she was invited into Wygate Park Food Store in Spalding, to see her design in place and receive a prize.

Valerija said: *"I was so surprised and happy when I found out that I had won, and seeing my drawings in the shop is amazing!"*

"I love to ride my bike or walk to the shop, and being able to pick up a piece of yummy fruit for free when you get there makes it even better."

Over 13,500 children are registered to the free fruit scheme, and during summer last year, the retailer gave out **18,395** pieces of fruit.

Members of Lincolnshire Co-op can also access offers and discounts on local attractions and collect cashback for themselves and local good causes as they shop.

Michelle Dart, Retail Media Manager at Lincolnshire Co-op, said: *"This is a scheme we're really proud to offer; it means that kids have access to fresh fruit throughout the holidays, provides a fun, free and easy activity to do every day."*

“We’re honoured to be able to use Valerija’s artwork to promote the scheme. We had lots of great entries, but we think she really captured the healthy habits we want to help promote; staying active and eating well!”

To benefit from the scheme, add a child who’s aged under 13 to an adult membership and opt into postal communications or provide the details as part of the sign-up process to become a new member.

Ends

**For more information contact:
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CONTACT DETAILS NOT FOR PUBLICATION

Notes to editors:

1. **Lincolnshire Co-op** is an independent co-operative society. Its purpose is to bring together ideas, energy and resources to make life better in communities. It has around 300,000 members and 2,900 local colleagues in Lincolnshire and the surrounding counties and an elected board of directors who oversee the business.

The society provides **valued services** and supports the **local economy** from outlets across its trading area including food stores, filling stations, post offices, travel branches, funeral homes, a florist, a crematorium and community libraries. It also cares for people’s **health and wellbeing** through its pharmacies and support for a network of wellbeing walks. Local good causes benefit through its Community Champions scheme and together, colleagues and members also look after the **local environment** through volunteering.

As well as its trading outlets, Lincolnshire Co-op owns properties, from flats and houses to commercial premises. The society brings land and buildings back into use to create

attractive environments. With Lincolnshire Co-op as landlord, rents stay local and are invested in schemes that benefit the community.