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Eat for Goals! now available in five additional languages

**UEFA, the World Heart Federation and the European Commission
come together to tackle childhood obesity**

UEFA is pleased to announce that the child cookery book, *Eat for Goals!*, is now available in bookstores in five additional languages, with English, French, Polish, Russian and Spanish being added, further to the launch of the German version at the end of September 2008.

Eat for Goals! sees a multicultural group of 13 internationally renowned male and female football players, sharing what they love to eat and giving recipes for their favourite dishes, to convey the message that a healthy lifestyle is also based on healthy food.

A detailed list of the ingredients and step-by-step instructions for preparing each of the 13 dishes makes it easy for even the less-experienced child to make delicious, healthy meals. And for those who want to know more about the relationship between a balanced, healthy diet and performance, which is crucial to footballers, the book gives the nutritional values per portion and plenty of food tips.

Children are increasingly adopting unhealthy lifestyles and the current annual rate of increase of childhood obesity in Europe is ten times higher than in the 1970sⁱ. Through the active support of *Eat for Goals!* UEFA, the World Heart Federation and the European Commission are focusing attention on obesity, one of the major public health issues of the 21st century.

"Twenty per cent of all European children are currently overweightⁱⁱ, showing how important initiatives such as *Eat for Goals!* are as they encourage healthy nutrition and active lifestyles among children and their parents in a fun and inspirational way," said Professor Pekka Puska, president elect of the World Heart Federation.

The European Commission views activities that encourage healthy lifestyles among children as an investment in the future of Europe. "I welcome this joint initiative by UEFA, the World Heart Federation and the European Commission and I have no doubt that this book will score goals among young Europeans," said Androulla Vassiliou, European Commissioner for Health.

UEFA, as part of its ongoing football and social responsibility efforts, identified the *Eat for Goals!* initiative as a good way to talk to a large and young public about the importance of good food and daily exercise by bringing together footballers' favourite recipes.

Eat for Goals! was created for children aged 5 to 11 and is available in English, French, German, Polish, Russian, and Spanish through various publishers as listed below.

Note for Editors:

Eat for Goals! - A & C Black Publishers, London, www.acblack.com, £ 9.99.

Mieux manger pour marquer! - Editions Amphora, Paris, www.ed-amphora.fr, € 12,90

Kochen mit Kick! - Falkemedia, Kiel, www.falkemedia-shop.de, € 12,90

Jem zdrowo i strzelam gole! - EneDueRabe, Gdansk, www.eneduerabe.eu, Zł 33.00

Ешь и забивай! - Russian Football Union, Moscow, www.rfs.ru, РУБ 490,00, (as from mid-May)

Las recetas de los campeones! - StarBook y LEO, Madrid, www.starbook.es, € 12,90

The book can also be ordered online at uefa.com and the World Heart Federation website.

Purchasers of the book will be helping more children as UEFA will donate EUR 1 from the sale of each book in support of the World Heart Federation's programmes encouraging children to be physically active.

ⁱ *The Challenge of Obesity in the European Region and Strategies of Response, WHO Europe 2007*

ⁱⁱ *WHO European Ministerial Conference on Counteracting Obesity, November 2006*

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