

GVS Fight Easter Obesity

GVS provide the healthy alternative with a family holiday give-away

March 12th, 2008



With Easter (March 23rd) being the second biggest chocolate event of the year in Ireland after Christmas, we all maintain the tradition of giving our loved ones a Chocolate Egg at Easter. But with Ireland being the third fattest race in Europe, is this the wisest choice? The Gift Voucher Shop (GVS) have rolled out their Healthy Alternative Easter Campaign to help combat the growing amount of obesity among Irish today are giving away a fantastic family holiday in conjunction with Hotel Westport which includes fun filled activities to keep your kids active.

Margot Brennan, Public Relations Officer for the Irish Nutrition and Dietetic Institute (INDI) spoke at the launch "I would like to congratulate GVS on their initiative. I believe it is a great alternative for anyone who wants to provide a treat for children at this time but at the same time want to steer away from chocolate Easter eggs." She also commented that "one of the biggest contributory factors to obesity in children in Ireland is lack of activity and GVS provides a large range of activity gift vouchers which are ideal for encouraging our children to be more active and we at the INDI would certainly welcome that".



In order to reverse these shocking obesity rates in children, GVS are communicating their message of gift vouchers being a healthy alternative to Easter Eggs. "With

One4all® gift vouchers children can choose from a wide range of activities, from a visit to the zoo, wildlife park or waterworld to karting, bowling or surfing" said Aoife Davey, marketing manager for GVS.

Central to the campaign is a fantastic family holiday* giveaway with thanks to Hotel Westport, in Co. Mayo. Their kids club organise daily fun-packed activity programmes for your little VIP's so you can be confident they are well looked after while you relax at their spa or on the nearby golf course. To enter simply log onto www.one4all.ie.

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According to the National Taskforce on Obesity, one in eight Irish people are obese and every second person is overweight with the key causes of obesity being linked to food consumption and physical activity levels. This obesity epidemic is threatening the well-being of children and their future health not to mention their children. According to the National Children's Food Survey 2005 carried out by the Irish Universities Nutrition Alliance (IUNA), 20% of Irish boys are either overweight or obese with 8% being obese and 23% (almost a quarter) of Irish girls are either overweight or obese with 14% being obese. From this research IUNA predicts that the rate of obesity in Irish children is growing at a yearly rate of 10,000 more children each year if we are to continue at the rate we are going.

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The Gift Voucher Shop Ltd.

The Gift Voucher Shop (GVS) was established in 2002 as a unique and unrivalled service that eliminates any hassles normally associated with gift giving by offering consumers and recipient's ultimate choice and flexibility. Through 1,000 participating Post Office's, the PostPoint network in local stores, web and telesales channels, GVS offers the most comprehensive range of gift vouchers for an extensive and attractive array of top brands as well as smaller independent retail partners, the most popular of which being the One4all® Gift Voucher.

One4all® Gift Vouchers have over 750 of Ireland's shops and services with 4,000 outlets nationwide making them the leading provider of Gift Vouchers in Ireland. Leading stores such as Argos, Brown Thomas, Champion Sports, Debenhams, Easons, Great Southern Hotels, HMV and Smyths Toys benefit from the service's unique distribution system. The latest addition to the GVS product range are One4all® Gift Cards which can be spent in over 1,500 outlets nationwide.

Following its success in Ireland, GVS have begun to develop internationally. The first of its markets was with Maltapost in November 2004. In October 2005 GVS and the Post Office Ltd launched in all of the 14,600 Post Office branches across the UK.

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*Deloitte Spending Survey

The spending survey is carried out over the Internet and telephone, with a structured questionnaire to a sample of 400 individuals, within a controlled panel. Each consumer in the panel is identified through the following dimensions: Socio-demographic, personal interests and consumer behaviour. The study was mostly conducted during the first week of October. Respondents, who are 18 or older, regularly answer studies, and each consumer in the panel is identified through socio-demographics, personal interests and consumer behaviour.

This Deloitte spending survey is carried out in 20 countries from the EMEA region. Studies have been conducted in parallel, using similar methods, in Scandinavia, in the UK and in the USA.

**The Gift Voucher Shop's Market Research

This market research was carried out by The Gift Voucher Shop on a sample size of 1,057 respondents aged 15-74