

The Food Revolution has started!

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© Food Revolution Day

Food Revolution Day, Jamie Oliver's annual day of action, is coming up on 20 May, but this year it's going to be a little different.

Jamie is passionate about fighting to provide a healthier, happier world for children through better, more nutritious food. He believes that we can only achieve this by coming together as one united voice and lobbying governments to make real, lasting, meaningful change to the way our kids access, consume and understand food. So, this year, he's taking the Food Revolution full-time.

Instead of just focussing on one day in May, Jamie and the team are launching an ongoing, year-round Food Revolution that will provoke debate, inspire communities, and lobby governments and businesses to make positive, lasting change in order to give our children better access to good, nutritious food.

What this means is that from 20 May 2016, the "day" becomes their moment to tell brilliant stories about what has been achieved and bang the drum as loudly as possible about what still needs to be done.

WHAT

An ongoing, global campaign to provoke debate and inspire positive, meaningful change in the way we access, consume and understand food.

WHY

We're in the middle of a global health crisis. Right now, 41 million children under five are overweight, while another 159 million are too undernourished to grow properly. We're failing our children and future generations by not arming them with the right food and skills they need to grow healthily and happily.

HOW

Meaningful change is built from the ground up. We celebrate the joy of food, we educate people and communities and we inspire them to come together as one voice to lobby governments and businesses to make positive, lasting change.

WHEN

The Food Revolution is a global, year-round campaign. Every May, we hold Food Revolution Day to celebrate success, raise awareness and invite more people, businesses and governments to join the ongoing Revolution.

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HOW YOU CAN GET INVOLVED

Sign up! First and foremost, head to jamiesfoodrevolution.org [1] and sign up to join the Revolution! We're calling on all governments to build a plan that tackles the global child nutrition crisis.

Schools Whether you're a teacher or parent, inspire children to love food with this simple recipe and accompanying [resources](#) [2]

Cook Check out Jamie's 10 nutritious Food Revolution [recipes](#) [3]. Get cooking, pass on your skills and share your own versions of the recipes online with #FoodRevolution

Spread the word! Show your support, download and share our [Food Revolution](#) [2] [assets](#) [2], either via social media or to help organise an offline event.

Stay tuned for more ways to get involved and watch the Food Revolution kick off on 20 May!

Sign up and join the revolution!

[#foodrevolution](#) [4] / [@FoodRev](#) [5]

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Category - News: World Days

Related Link: [Food Revolution](#) [1]

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Links

[1] <http://www.jamiesfoodrevolution.org>

[2] <https://drive.google.com/folderview?id=0BzIPoqDdrydDd1VSOWphTGprRDA&usp=sharing>

[3] <http://www.jamieoliver.com/recipes/category/occasion/jamies-food-revolution-recipes/>

[4] <https://twitter.com/search?q=%23foodrevolution>

[5] <https://twitter.com/FoodRev>