

## Media Release

**For immediate release 7 February 2025**

### **Fueling Young Minds while keeping lunchboxes practical for families**

**National Lunchbox Week, running from 9-15 February 2025, encourages families, schools, early childhood settings and communities across Australia to make lunchboxes enjoyable, nourishing and pressure-free for children and families.**

From a simple sandwich to creative meals, each lunchbox is as unique as the person it belongs to. A child's lunchbox is influenced by their family's time, resources, culture, and individual preferences.

"Providing children with a nutritious lunchbox is about finding what works best for each family" says Leanne Elliston, Senior Dietitian and CEO of Nutrition Australia ACT. "Most importantly, lunchbox packing isn't about perfection" says Leanne.

National Lunchbox Week 2025 empowers families to feel confident that they're doing their best by promoting practical, convenient, and budget-friendly ways to pack lunches.

While a lunchbox does more than just fill hungry tummies—providing the essential nutrients and energy children need to stay focused and learn through the day — packing a lunchbox can sometimes feel daunting. "We know that families are often dealing with budget or time constraints along with responding to children's individual needs or preferences" say Leanne.

Nutrition Australia's tips and resources help families to make nutritious lunchboxes achievable, and busy mornings much more manageable.

"Teachers, schools and early childhood education also play a vital role in promoting positive lunchtime experiences and can help children develop a lasting appreciation and enjoyment of food. Having supportive, judgment-free conversations around food supports children's wellbeing and helps build a positive relationship with food" says Leanne.

#### **Get Involved**

Celebrate National Lunchbox Week with us by sharing some of your practical, easy and budget-friendly lunchbox ideas to help inspire others. Visit National Lunchbox Week for helpful recipes and ideas to help make lunchboxes nourishing and satisfying for every child.

The heart of National Lunchbox Week is collaboration. Families, schools, early childhood education services, and health advocates share a common goal: for children to have nourishing, enjoyable meals that support their growth and learning. Together, let's honour the love, care, and thoughtfulness that goes into each lunchbox.

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### About National Lunchbox Week 2025

National Lunchbox Week 2025 is a [Nutrition Australia](https://www.nutritionaustralia.org) campaign that aims to inspire Australian families to create enjoyable and nourishing lunchboxes. Through practical resources and positive messaging, the campaign empowers families, schools, and communities to embrace lunchboxes as a source of nourishment and enjoyment. Visit [www.lunchboxweek.org](https://www.lunchboxweek.org)

