

Vitality SportFest Are Delighted to Announce Their Brand New British Food Partnerships for This Summer's Sports Festival!

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As well as the delicious food provided by Jamie Oliver's company JOFF (Jamie Oliver's Fabulous Food), Vitality SportFest are excited to announce brand new partnerships with a whole host of leading food brands such as Weetabix, Yeo Valley, Aspoll, Jaffa, B.Fresh, the Wimbledon Brewery, Moy Park, AC Goatham and Debbie & Andrews.

Vitality SportFest this year are making the most of the British summertime by inviting brands with historically locally grown produce to make sure that everyone is fed and watered to the highest quality. Whether you feel like a refreshing cold pressed healthy juice from B.Fresh or Debbie & Andrew's premium British sausages straight off the barbeque paired with a pint of Aspoll's Cyder, there will be a selection of food choices to suit all ages.

The Wimbledon Brewery a company soon to be brewing craft beers of distinction in SW19, with master brewer Derek Prentice will be keeping the dads content and refreshed all day long. So that there are fresh, healthy and locally sourced snacks for the younger members of SportFest, AC Goatham a British supplier of apples, pears and cherries and Jaffa, a nationwide supplier of oranges will be there providing the five-a-day every parent wants for their child. Alongside natural organic yoghurts by Yeo Valley and the slow-release energy from Weetabix biscuits, the children will be kept going all day long whether playing Netball, Rounders, Hockey, Football, Rugby, Cricket, Athletics or a combination of them all!

For more information and to book tickets for Vitality SportFest 2015 please visit www.sport-fest.co.uk

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For more information about Vitality SportFest 2015 please contact Cosi Mockett at cosi@bannisterblake.com.

For more information on Vitality please contact Louise Cook on louise.cook@essentiallygroup.com.

About SportFest

SportFest is a celebration of family fun and sport, which takes place in the beautiful surroundings of the Wormsley Estate in Buckinghamshire. Founded by ex-England rugby players Will Greenwood and Austin Healey, SportFest was founded with the aim to inspire families to play sport, live sport and love sport.

SportFest gives children a unique chance to receive hands on coaching from current and ex-professionals who have reached the very top. Rugby, Football, Cricket, Hockey, Tennis, Netball and Athletics are just some of the 'zones' where children and parents can develop their skills and mix in with some of the best in the business. Tim Henman, Andrew Strauss, Martin Johnson, Pat Cash, Matthew Pinsent, John Barnes and Greg Searle have all been a part of the event in the past and 2015 promises to inspire families once again.

With glamping, activities for parents, live music, children's entertainers and crèche facilities, SportFest is a unique, memorable and action packed weekend for all the family. www.sport-fest.co.uk

About Vitality – changing health and life insurance for good

Vitality is the new name for PruHealth and PruProtect, the insurance business that helps people understand how they can improve their own personal health. Vitality makes it cheaper and easier for its members to get healthy and gives them rewards to keep them motivated, through a range of discounts and incentives.

Vitality believes in the power of sport to help inspire people to live a healthy life, which is why it partners with leading sports figures, teams and events to help share the Vitality message. Vitality Ambassadors, Jessica Ennis-Hill, Jonny Wilkinson and Sebastian Coe and are role models who embody the values of Vitality. They are all using their passion for living a healthy lifestyle to motivate others to make positive changes. Taking small steps today can dramatically improve wellbeing over the long-term, regardless of your current state of health.

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Vitality is also Official Wellness Partner of Arsenal FC, AFC Bournemouth, Liverpool FC and Manchester City FC, England Rugby, Scottish Rugby, the Welsh Rugby Union and Cricket's UK Test Match Grounds. The business is also title sponsor of the Vitality Run Series and the ITU's Vitality World Triathlon London.

VitalityHealth is one of the UK's leading private medical insurers and has pioneered the 'shared-value' insurance model. This is a unique approach which delivers value for Vitality members through rewards and ultimately better health. Society as a whole also benefits, as the company's profits, which come about as a result of people being healthier and claiming less often, are redirected into the cover in the form of incentives, which in turn encourages more healthy activity. For more information www.vitality.co.uk

VitalityLife is one of the fastest growing life insurers in the UK. It is unique to the current UK protection market and its suite of products includes Life Cover, Income Protection Cover and severity based Serious Illness Cover, additional benefits and Business Protection. By recognising people's efforts to look after themselves, VitalityLife is able to offer a more comprehensive set of benefits than traditional providers at a very competitive price www.vitality.co.uk

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