



the flamingo pool

News release and photo

Flamingo Pool support Jamie Oliver's 'Not for Children' campaign

Following Jamie Oliver's recent campaign to stop the sale of energy drinks to under 16's, The Flamingo Pool have removed all Monster can from their vending machines.

Jamie Oliver has highlighted the effects that these drinks have on our children. Many regularly drink fizzy energy drinks in volumes that far exceed the recommend caffeine intake for their age & size.

69 per cent of all ten to eighteen-year olds in the UK report that they drink these drinks and 13 per cent drink a whole litre or more in one sitting, equivalent to a grown man drinking 12 espresso coffees in one go.

Typically an energy drink contains 27.5g of sugars in one 250ml can. This is equivalent to almost seven cubes of sugar, more than a seven to ten-year-old should consume in a whole day.

Product claims can be that they improve energy, sport or mental performance. Energy drinks have been linked to poorer attainment at school and drunk regularly can cause diet related disease and tooth decay.

Steve Buxton, from The Flamingo Pool, said: "We fully support Jamie Oliver's campaign and have removed all monster cans from our vending machines. We believe that these drinks are not for minors and should not be drunk by any children, irrespective of age. We hope that our loyal customers will support us in our decision".

Jamie Oliver is encouraging the government to legally age restrict the sale of energy drinks, in the same way that scratch cards are only sold to over 16's and asking everyone to tweet the Health secretary, @Jeremy_Hunt, and tell him to ban the sale of energy drinks to children under 16, using the hashtag #NotForChildren.

The Flamingo Pool, a self-funded charity, was brought to reality by a massive community effort to raise funds following a lottery reversal of decision to fund the project. Local residents opened the 25m pool and the country's first 6m2 hydrotherapy pool open to the public.

Since opening, the Flamingo Pool has installed one of the few Aquagym facilities in the country open to the public, and has piloted a fully funded GP referral scheme helping the elderly, those with disabilities and medical conditions.

The Flamingo Pool embraces eco-friendly technology to lower their carbon footprint and save money. This allows them to provide more activities at the pool.

Both pools are disinfected by Ultra-Violet (UV) light so that the level of chlorine in the pools is approximately a third of a normally disinfected pool.

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Media are welcome to contact: Dana Haydon-Sycamore Tel. 07709 524437 E-mail dana@flamingopool.co.uk

Notes to Editors:

The Flamingo Pool

- The Flamingo Pool is a self-funded charity and community pool widely used by local residents, schools and swimming clubs.
- Website - www.flamingopool.co.uk
- Follow us on Twitter - @poolflamingo
- Visit our Facebook page - www.facebook.com/flam.pool