

**MEDIA RELEASE**

**Tuesday 17 February 2015**

**GP tickets on sale Monday 23 February**

**SYDNEY OPERA HOUSE PRESENTS**

# **JAMIE OLIVER'S FOOD REVOLUTION LIVE**

**Sunday 29 March 2015, 10am & 1pm, Sydney Opera House Concert Hall**

**Jamie Oliver is planning a Food Revolution in Australia and he wants everyone to help him.**

Join one of the world's best-loved chefs and food revolutionaries, **Jamie Oliver**, as he makes his Sydney Opera House debut in the Concert Hall on Sunday 29 March.

In an Ideas at the House first, Jamie Oliver will cook live on stage, promising to both entertain and educate about his Food Revolution to inspire everyone – mums, dads, kids and teens – to get back to basics and cook good food from scratch. Getting kids into the kitchen to cook using fresh ingredients is a key part of both Jamie's Food Revolution and his Opera House shows.

The harsh reality is that our kids are growing up overweight and malnourished from a diet of processed foods and junk. Today's children will be the first generation ever to live shorter lives than their parents. With less cooking at home and more processed and fast food, Australia has become one of the unhealthiest nations on Earth.

But now it's time for change.

It's time to stand up for real food and fight for better food education.

Jamie Oliver's Food Revolution is an international movement aiming to fight obesity and diet-related disease with better food education for all. At its heart is a powerful strategy to get people cooking again and keep cooking skills alive.

**Jamie Oliver said**, *"I've been working in Australia for 15 years now and recently, through the amazing work of my Ministry of Food Centres and trucks, as well as my partnership with Woolworths, I've really got to know and understand the scale of the problem in your beautiful country. You guys have access to such incredible fresh produce but still there are millions of Australians who don't know how to feed themselves and their families properly. This show is designed to inspire real change so I hope you'll join me and together we'll make a real positive difference, while having loads of fun at the same time."*

**Sydney Opera House Head of International Development and Senior Producer of Ideas at the House, Danielle Harvey, said**, *"Our Ideas at the House audiences love talking about food, health and sustainability. In the last three years, Michael Pollan, Yotam Ottolenghi and Alice Waters have taken to Sydney Opera House stages to share their visions. We are excited to see Jamie Oliver join the roll call to inspire kids and their families to get cooking."*

Obesity and diet-related disease is on the rise in Australia and the statistics are frightening:

- Obesity has overtaken smoking as the leading cause of premature death and illness
- 63% of adults & 26% of children are overweight or obese
- Only 5.5% of adults eat the recommended daily intake of both fruit and vegetables
- Less than 1 in 3 (30%) children aged 5–14 meet the daily fruit and vegetable consumption

**Ideas at the House** is Sydney Opera House's talks and ideas program. It presents ideas, conversation and debate from leading thinkers and culture creators. Ideas at the House online extends the reach of live events with unique content.

As well as a year-round program of inspiring events, Ideas at the House features the annual festivals *All About Women* and the *Festival of Dangerous Ideas*.

#### **EVENT DETAILS**

**WHAT:** Jamie Oliver's Food Revolution LIVE at the Sydney Opera House

**WHEN:** 29 March 2015, 10am & 1pm

**WHERE:** Concert Hall, Sydney Opera House

**TICKETS:** Concessions from \$30 & Adults from \$49

[www.sydneyoperahouse.com](http://www.sydneyoperahouse.com)

#### **MEDIA CONTACT**

Julia Lenton / [jlenton@sydneyoperahouse.com](mailto:jlenton@sydneyoperahouse.com) / 02 9250 7825 / 0410 748 039

EVENT PARTNER:

**Tefal**

**BIO:**

Jamie Oliver is a phenomenon in the world of food. He is one of the world's best-loved television personalities and one of Britain's most famous exports. Jamie has had huge success with television series *The Naked Chef* (BBC), *Jamie's Kitchen*, *Jamie's School Dinners*, *Jamie's Great Italian Escape*, *Return to School Dinners*, *Jamie's Chef*, *Jamie at Home*, *Jamie's Ministry of Food*, *Jamie Does*, *Jamie's 30 Minute Meals*, *Jamie's Great Britain*, *Jamie's 15 Minute Meal*, *Jamie's Money Saving Meals* and the Emmy Award-winning *Jamie's Food Revolution* (ABC), as well as the one-off specials *Jamie's Fowl Dinners*, *Eat To Save Your Life*, *Jamie Saves Our Bacon* and *Jamie's Fish Suppers* (all for Channel 4).

Jamie has inspired people to spend more time enjoying cooking delicious food from fresh ingredients – and even start growing their own food! His programmes have now been broadcast in over 100 countries including the USA, Australia, South Africa, Brazil, Japan and Iceland. Having been translated into over 30 languages, the accompanying cookbooks are bestsellers not only in the UK but across the world. His 2010 book, *Jamie's 30 Minute Meals*, became Jamie's first million-selling book in the UK as well as being the fastest-selling non-fiction book since records began. His 2013, *Save With Jamie*, topped the charts once again.

The high street restaurant collection '*Jamie's Italian*' is hugely popular across the UK and now across the world, and the *Fifteen* restaurant group which he founded in 2002, provides training for young people in three locations around the world as well as producing food of the highest quality. Jamie's restaurants also include *Barbecoa* in London; and *Jamie's Diner* with artist Jay Jay Burridge. Jamie lives in London and Essex with his wife, Jools and his kids, Poppy, Daisy, Petal and Buddy.