Rakitić’s lentils cream or Torres’s sautéed rice with chicken and vegetables?

- After being launched in the United Kingdom, the Eat for Goals! application is now available in Spain, sharing healthy recipes from some of the world’s top footballers

- Aimed at children and young people, this free app, supported by the World Heart Federation (WHF) and UEFA in partnership with the Spanish Heart Foundation (SHF), promotes healthy nutritional habits among children and young people, encouraged by their favourite football stars

- The app provides recipes suggested by players, a fact sheet about each players’ eating habits before and after a game and their favourite ingredients, as well as interesting food facts and a glossary of cookery terms

- With Eat for Goals!, the SHF seeks to promote good nutrition among children and young people in an engaging and non-prohibitive way, building heart-healthy habits at an age when recommendations are best acquired and promoting the prevention of cardiovascular diseases

Madrid, 13 July 2015 – Few things could be more attractive to children and young people than to receive tips from their favourite football players. For this reason, the Eat for Goals! app, supported by the World Heart Federation (WHF) and UEFA, is being launched in Spain in partnership with the Spanish Heart Foundation (SHF). The app’s objective is to enable young people to acquire nutritional habits that will enhance their physical and psychological wellbeing and let them ‘score goals’, not only during their youth but throughout their whole life.

As Dr Leandro Plaza, SHF President, notes that “it is essential to learn to have a healthy and balanced diet from childhood, considering that many studies have shown that children can develop good habits more easily than adults, and that good nutrition is not just crucial for a person’s physical and mental wellbeing, but also for early prevention of cardiovascular diseases”. Dr Plaza further underlines that “the most positive thing about this application is that it provides, through games, a strong incentive for kids by motivating them in an engaging and attractive way to practise their cooking skills and eat the same way as their football stars, moving away from the classic warning messages or prohibition of some food items.”
The Eat for Goals! app, which was first launched last year in the United Kingdom, now comes to Spain in the Spanish language and is based on the book “Eat for Goals!” which includes healthy recipes from well-known football players. The application is available for free on iPhone and iPad, and was developed according to the interests and needs of young people born in the digital era. Their first challenge on the touch screen is to score a goal to get access to the first recipe and the players’ fact sheets.

A total of eleven football players from different international-level teams, including Fernando Torres, Cristiano Ronaldo, Álvaro Arbeloa, David Villa and Ivan Rakitić, engage the children and young people’s interest directly through this application. The players share their favourite dishes and drinks, reveal which was their favourite food when they were kids, discuss how a healthy diet help them to play better, and say which meals they enjoy eating for lunch and dinner around each 90-minute game.

In addition, each player offers a recipe that is his own “cooking speciality”, and the app provides recommendations on nutrition (consumption of water, vegetables, fruits, eggs, dried legumes and fruits, fish, chicken and meat...), appetizing and healthy snacks recipes, and a glossary with key concepts about cooking and ingredients, to turn young football fans into top heart-healthy chefs. For example, drinking more water during hot summer days and during physical activities, eating 5 servings of fruit and vegetables per day, being creative eating fruits in slices, juices or salads, eating fish at least twice per week (one of them, oily fish) and leaving French fries as a “treat” for special occasions, are some of the recommendations given to the children and young.
Supporters of Fernando Torres can learn to cook his sautéed rice with chicken and vegetables, and to discover that his favourite dinner after a game is homemade pizza. Ivan Rakitić challenges the app users to prepare lentils’ cream. For his part, Álvaro Arbeloa proposes a nutritional white beans and vegetable salad, and reveals that his favourite dish is sushi. Cristiano Ronaldo’s fans will know that, for him, “a healthy diet is the fuel of his performance”, and that his favourite dishes are codfish with potatoes, mixed salad and fresh fruits. And his personal recipe? Haddock with lemon and vegetables.

The SHF president emphasises that nutritional habits acquired between the ages of five and ten influence an individual's future attitude to food, and underlines that the Eat for Goals! application aims to reach a large audience in Europe. Dr Plaza recalls that “the European average mortality rate due to cardiovascular diseases – the world number one killer – is 46%, and that in some countries it goes up to 65%.” With the Eat for Goals! app, the World Heart Federation, UEFA and the Spanish Heart Foundation promote a heart-healthy lifestyle, through healthy diet and the practice of physical activities, like football, to prevent premature death from cardiovascular disease.

Watch the video here (in Spanish):
https://www.youtube.com/watch?v=mCxUx7k7XYs&feature=youtu.be

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