

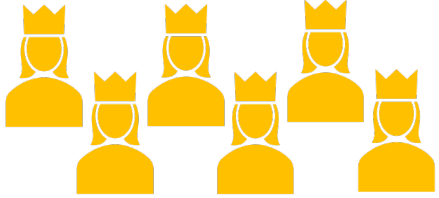
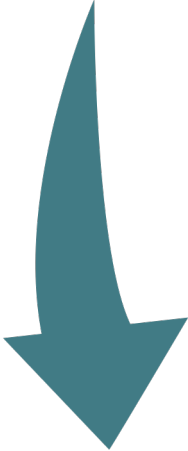
20 DIRECT PARTICIPANTS
(Champions)



5 MOBILE TEACHING KITCHENS
(4 Champions/kitchen)



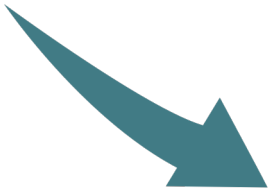
INDIRECT PARTICIPANTS
(Family, Friends etc)



FURTHER INDIRECT PARTICIPANTS
(New Champions)



100 INDIRECT PARTICIPANTS PER DAY
(Customers)



POTENTIAL FOR OVER 2,500 HEALTH PROMOTING OPPORTUNITIES A DAY, APPROXIMATELY 600,000 PER YEAR