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Media Release

AIA Australia partners with Marika Day to launch new online nutrition platform, *fuelled*

AIA Vitality ambassador, Marika Day, is on a mission to redefine our definition of 'healthy'

Melbourne, 27 June 2022 – Leading life, health and wellbeing insurer AIA Australia has partnered with *fuelled*, a new online nutrition platform that dismantles diet culture and aims to educate Australians on how to have a holistic, balanced approach when it comes to healthy eating.

AIA Vitality ambassador and Accredited Practicing Dietitian and Nutritionist Marika Day created *fuelled* to channel her passion for health and mental wellbeing with the aim of redefining Australians' definition of 'healthy.'

Day has spent the last seven years educating and empowering change in the nutrition industry, breaking down myths and misconceptions when it comes to 'crash' diet culture and providing Australians with a holistic alternative that will lead them to live healthier, longer, better lives.

Supported by AIA Vitality - AIA's own digital health and wellbeing program - *fuelled* will focus on all aspects of a healthy lifestyle including mental health, lifestyle and proper nutrition. In addition to recipes and meal inspiration, *fuelled* also features a sleep cycle and mood tracker as well as mindfulness meditations to build confidence and reduce stress.

"*Fuelled* was born out of a reoccurring theme I saw across my clients – women with warped relationships with food and their body, thinking that a diet would solve their problem," said Day.

"I knew I needed to do something to change this narrative – our wellbeing shouldn't be defined by our shape and size. Instead, we need to listen to our bodies, fuel them with what they truly need and then enjoy the confidence and freedom to make flexible diet and lifestyle choices that are all about balance," she added.

"*Fuelled* has been designed so that it can be seamlessly integrated into people's lives – rather than asking users to make unrealistic sacrifices we ask them to learn about their own body and mind to find the path that will work for their lifestyle."

Damien Mu, CEO of AIA Australia, said that Day's mission to champion a balanced approach to healthy eating strongly aligns to the leading life and health insurer's recent All or Something campaign, which launched earlier this year and was spear-headed by AIA Vitality Ambassadors Ash Barty and Stephanie Gilmore.

"The 'All or Nothing' approach is outdated and it's time for Australians to embrace a better and more sustainable way to making positive lifestyle decisions such as eating well," said Mu.

"Making small, positive changes is what the All or Something philosophy is all about and we are excited to get behind Marika and be a part of the launch of *fuelled* to educate and inspire Australians to prioritise their health and wellbeing in a balanced way, each and every day," added Mu.

Fuelled by Marika Day with AIA Vitality launches on 27th June 2022 and is accessible for download via the website at www.fuelledbymarikaday.com. The platform can be saved down to laptop or smart phone desktop.

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About AIA Australia

AIA Australia is a leading life insurance specialist with 50 years' experience and a commitment to help Australians live healthier, longer, better lives. In 2014 the company launched AIA Vitality, a world leading, science-based health and wellbeing program, to the Australian market. In July 2017, AIA and its partners launched AIA's health insurance business, now known as AIA Health Insurance.

In 2021, Commsure Life was integrated into AIA Australia. The lives of more than 3.8 million Australians are protected and enhanced through AIA Australia's unique value proposition of life, health and wellbeing. Our vision is to embrace shared value in championing Australia and New Zealand to be the healthiest and best protected nations in the world.

AIA Australia has been recognised with multiple awards, including the Women in Finance Employer of the Year Award (2018, 2019), Super Review's Best Insurer of the Year (2018, 2019), FSC Life Insurance Industry Awards Innovation in Group Life Insurance (2021), Shared Value Awards Corporate Organisation Leading Through Shared Value (2019), Shared Value Awards Organisation of the Year (2020) and Shared Value Project of the Year (2021).

AIA Australia's 5590+ report

In the second half of last year, AIA Australia released its 5590+ report which highlights how five individually modifiable behavioural factors – physical inactivity, poor nutrition, smoking, excess alcohol, and our interaction with the environment – lead to five major non-communicable diseases¹ Available to new members only on eligible combined hospital and extras policies. For full T&Cs visit <https://www.aia.com.au/en/individual/health-insurance/member-benefits/join-offer.html> (NCDs) – cancer, diabetes, respiratory disease, cardiovascular diseases, and mental health conditions and disorders – which are responsible for over 90 per cent of deaths in Australia. As part of its work to address the prevalence of these mostly preventable diseases, AIA Australia wants to empower Aussies to introduce some small somethings to help reduce their risk of chronic illness.

Further information at www.aia.com.au.

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