

# apple-a-day bike

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art by coralie  
bickford-smith



Good food and plenty of exercise are two essential ingredients for healthy, happy kids.

That's common sense right? But the reality is that our kids are eating more and moving less than ever before.

The idea for our Apple-a-Day bike hit us on the head, just like Newton. You see, at Wishbone, we like drawing inspiration from the past. The adage “an apple a day keeps the doctor away” is exactly the sort of common-sense wisdom we like. It's as true today as it was one hundred years ago.

Because it's still the small daily choices that make all the difference. We're delighted with Coralie Bickford-Smith's vibrant, Apple-A-Day design for Wishbone Bike. It inspires a healthy, daily diet of fresh fruit and vegetables and lots of physical activity.

We're proud to present our Apple Bike because the message it carries really matters. Active, healthy kids have the energy, confidence and courage to pursue their dreams and unlock a brilliant future.



# healthy kids

Young children need a healthy diet full of fresh fruit and vegetables.

Physically active kids have strong muscles and bones. It's proven that they sleep more and have improved self esteem.

## did you know?

The average walk to school in the UK is just over 20 minutes. But 41% of children still get driven to school in a car.

Since 1969, the percentage of US children walking to school has dropped from 42% to 16%. These kids now watch TV on average 4 hours a day.

The fast food industry spends USD42 billion a year on advertisements aimed at young children. One-quarter of the vegetables eaten by US children are french fries.

Childhood obesity has trebled in the past 30 years.

[Kidshealth.org](http://Kidshealth.org) is a great website packed with useful information and tips on children's health and well-being.



# awesome apples

Nutritionists have long been encouraging apples as part of a daily healthy diet for good reason.

They are low in calories, high in fibre, and full of vitamins, minerals and antioxidants. They're in plentiful supply too, good for the family budget. Kids like them whole, sliced, as juice or sauce, and in meatballs or muffins.

If you enjoy a homemade cake as much as we do, here's our favourite apple recipe.

It's simple, satisfying, and full of the spicy warmth of home.

## Alison's Apple and Cinnamon cake

Mix together: 1 cup flour  
2 tsp cinnamon  
1 tsp baking soda  
1/4 tsp salt  
1 cup sugar

Mix together: 2 eggs  
2 Tbsp oil  
1 tsp vanilla  
2 apples chopped v. small

Fold mixtures together and spread into a greased cake tin  
Bake at 180°C/350°F for about 30 mins.

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# coralie bickford-smith – senior cover design, penguin books



Currently I live in London and work for Penguin books as a cover designer where I have designed quite possibly hundreds of book jackets.

I've always loved riding my bike. As a kid, when I didn't have my nose in a book I could usually be found exploring the common at the end of our road on my bike. When I was bigger I studied typography and graphic communication at Reading University – most days I could be spotted zooming around campus on my bike.

So I was extremely excited when Wishbone asked me to work on this project. I have thoroughly enjoyed creating this year's limited edition Wishbone Bike. The theme of this year's bike is "an apple a day". It reminds us about the importance of a healthy diet and an active childhood. This message is perfect for Wishbone Bike as it ties the two ideas of nutrition and activity together. I hope the Apple Bike inspires a sense of fun in making good dietary choices and getting active outdoors.

As a designer, I am inspired by the arts and crafts movement. My heroes are William Morris and William De Morgan. The way they interpreted nature into intricate, beautiful patterns is astounding and no less relevant today. I also enjoy thinking about the materials used in design and the process to create the final product. Wishbone Bike is a beautifully designed and crafted product. It was interesting for me to get to grips with designing for an object that is so very different from books. I had great fun creating the pattern for the Apple Bike, thinking about colours and insects, aka mini-beasts. I hope the enthusiasm I felt for this project shines through in my design.

