



## Prostate Cancer NZ and Testicular Cancer NZ

### Blue Balls – Frequently Asked Questions

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#### Q. What are Blue Balls?

A. Blue Balls is a nutritious snack made with blueberries and peanut butter that has been produced by PCFNZ partners Loaf using Nut Brothers peanut butter.

#### Q. Are Blue Balls really a health snack?

A. Yes - Blue Balls are a nourishing blend of peanut butter, blueberries, nuts seeds and dried fruit. They are gluten free and dairy free and perfect for lunch boxes.

#### Q. How do Blue Balls support Prostate Cancer NZ and Testicular Cancer NZ?

A. Thanks to the support of Loaf, Nut Brothers and Countdown, 40 cents from the sale of every pack will go to support Prostate Cancer NZ and Testicular Cancer NZ.

#### Q. What do Prostate Cancer NZ and Testicular Cancer NZ use the money for?

A. These organisations create awareness, promote early diagnosis and provide support for Kiwi men living with these cancers.

#### Q. How will Blue Balls create awareness?

A. When someone purchases their pack of Blue Balls, they can scan the QR Code to go to a website with information on prostate and testicular cancer.

The website address is <https://prostate.org.nz/blueballs/>

#### Q. Why are they now in supermarkets?

A. We have worked with Countdown to make these nourishing snacks available at the checkout during the month of September.

There is limited stock, so get in quick because when they are gone, they're gone!

#### Q. Will Blue Balls be available every year in supermarkets?

A. Currently there is no commitment to sell Blue Balls year-on-year. It depends on how successful the product and the campaign are during its first year.

#### Q. How do Loaf, Nut Brothers and Countdown benefit?

A. Loaf, Nut Brothers and Countdown are generously creating and selling a product that the New Zealand public are likely to develop a taste for. These organisations are keen to show their support for Kiwi men with prostate cancer and testicular cancer.



**Q. Where can you buy Blue Balls from?**

A. Any Countdown, Fresh Choice and selected Super Value stores throughout New Zealand during September, or online (see below).

They will also be available at PCFNZ sponsors' Plumbing World and TradeZone outlets.

**Q. Can people order them online?**

A. Yes, they can also be ordered on-line at <https://www.loafshop.co.nz/shop/blueballs> Please note minimum order size via the Loaf shop is a box of 12.

They can be ordered online at Countdown - <https://shop.countdown.co.nz>

**Q. Is there a maximum quantity people can buy?**

A. No.

**Q. What if they sell out?**

A. The stock will be a limited production, so get in early

**Q. Who Is Loaf?**

Loaf is a leading commercial bakery creating handcrafted breads, sweet treats and nutritious snacks from the finest ingredients. Loaf's products are made in New Zealand, like mum used to bake, with all the wholesome goodness of home baking and nothing artificial added.

<https://www.loaf.co.nz/>

**Q. Who is Nut Brothers**

Nut Brothers craft New Zealand's freshest, small-batch, locally roasted and milled Nut Butters. We use the finest nuts and seeds from around the world and produce nut butters free from any additives or emulsifiers. We are passionate about developing innovative flavours and products that taste great. <https://www.nutbrothers.co.nz/>