

Press Release

Contact: Rachel Damien-Friedman
727-443-7115, ext. 206

Health Food Pioneer Defines 100 of the World's Healthiest Foods —In Just 4 Weeks They can Energize Your Life

We're bombarded with information telling us to eat 'healthier.' While most of us understand that means we shouldn't live solely on potato chips, cheeseburgers and ice cream, many of us are hard-pressed to understand what 'healthy food' really is. After all, there's so much conflicting information about food and diets and some new study is always popping up in the news telling us that we shouldn't be eating this or drinking that. So, what if someone created a lifestyle plan—not a diet—that features 100 of the world's healthiest foods with quick and easy recipes to prepare them in a way that tastes delicious and makes you feel energized and healthier?

Someone has. George Mateljan has dedicated 10 years to researching and writing his latest book, **"The World's Healthiest Foods."** Alarmed by the steady rise in obesity, he's on a personal mission to help people eat healthier to live longer, healthier lives. According to the Centers for Disease Control, 66% of adult Americans are overweight, increasing their risk of heart disease, type 2 Diabetes and some cancers. "Most people want to improve their health," says Mateljan. "With the Healthiest Way of Eating Plan in just 4 weeks you can energize your life. All of the information about the World's Healthiest Foods and their health benefits are backed by scientific data. Plus, the food tastes great. If food doesn't taste good, people won't eat it."

Mateljan researched cultures known for their health and longevity and compiled a list of the 100 Healthiest Foods. "The health-promoting foods on my list contain the maximum amount of vitamins, minerals and antioxidants for the least number of calories," says Mateljan. "These factors all work together to help your body function at optimum levels. He says by incorporating these foods into your diet, you'll have a healthier heart, better memory, and physically you'll see differences in your hair and skin. Your energy level will increase and if you're overweight, you'll shed some pounds too.

The Healthiest Way of Eating Plan provides a selection of foods to choose for each meal, along with hundreds of recipes, most of which take 7 minutes or less to prepare. The recipes are so easy you can prepare an entire meal in less than 15 minutes-- a key benefit for squeezing healthy eating into today's hectic lifestyles. "Most people cook the nutrients right out of their food," says Mateljan. "They don't realize that the way they wash, store and cook their food can result in a loss of vitamins and minerals and that overcooking can lose from 50-80% of the nutrients! My recipes are super fast and easy and designed to help food retain the maximum nutrition. Everything tastes so good you'll forget that you're eating healthy. You won't feel deprived and you'll make a positive and lasting impact on your health."

Ten little known facts about healthy eating include:

1. Eating fresh fruit with each meal helps the digestive process
2. Soaking produce in water leaches out water soluble vitamins
3. Don't sauté with olive oil; add it to sauces and foods after they're cooked to retain the flavor and nutrients in the oil
4. Bell peppers may have a protective effect against cataracts
5. Eating one large apple a day can lower serum cholesterol by up to 11%
6. Adding fish, shellfish, flaxseeds or walnuts to one meal each day provides anti-inflammatory protection
7. Refined sugars can lead to reduced immune system function
8. Refined grains can lead to blood sugar elevations
9. Whole foods high in fiber such as beans and legumes digest so slowly that many people eat them as natural appetite suppressants
10. Three cups of green tea daily can reduce body weight and waist circumference by 5% in three months

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To interview George Mateljan or for a review copy of ***The World's Healthiest Foods*** by George Mateljan (GMF Publishing 2007; 880 pp. paperback, \$39.95) contact Rachel Damien-Friedman at 727-443-7115, ext. 206 or email rachel@emsincorporated.com Please include your name, publication, and mailing address with your request.

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Available at: www.amazon.com, www.borders.com, www.barnesandnoble.com, www.whfoods.org

About the author:

George Mateljan is an expert on foods that are good for you and healthy cooking. The author of five best-selling books and founder of Health Valley Foods, one of the largest health food companies in the world, George was a pioneer in the organic food movement, encouraging and supporting the development of organic farming. After 26 years with Health Valley, he turned his energies and resources to the George Mateljan Foundation. The Foundation helps individuals learn about the Healthiest Way of Eating through the creation of the number one website on healthiest foods, whfoods.org and the publication of health-promoting books.

Whfoods.org provides information on how to include nutrient-rich foods as part of your every day life. It is the most comprehensive website with up-to-date information about the foods that are good for you and the information is supported by more than 2,000 scientifically based studies.

Endorsement:

“MASTERPIECE. I have been asked to review and comment on many books over the years. None has ever impressed me more than ‘The World’s Healthiest Foods.’ The book offers the richest feast of information on healthful eating I have ever seen compiled into a single source. George Mateljan’s achievement in creating this masterful resource is nothing less than stunning. Keep this book within easy reach, and everything you need to know about eating for optimal health, and pure delight- from which foods to choose, to how they should be prepared- will be at your fingertips. If every kitchen held a copy of ‘The World’s Healthiest Foods’ and every cook referred to it often, the health benefits would be dramatic.”

-David L. Katz, **MD, MPH, FACPM, FACP**
Professor and Director, Prevention Research Center
Yale University School of Medicine
Medical Contributor, **ABC News**
Nutrition Columnist, **O, The Oprah Magazine**
Health Columnist, the **New York Times Syndicate**

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Rachel Friedman
Print Campaign Manager
Event Management Services, Inc.
1127 Grove Street
Clearwater, FL 33755
(phone) 727-443-7115, ext 206
(fax) 727-443-0835
www.event-management.com
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