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## HEAVYWEIGHTS IN HEALTHY FOOD JUDGE THE HEAVY WEIGHTS IN FAST FOOD

*Panel of Expert Foodies Choose the Best Offerings to Combat Obesity as Canadian Liver Foundation Creates Competition for the Food and Beverage Industry*

Toronto, ON, October 19, 2007 – While the subject of obesity is rarely out of the news these days, the effect it has on the liver has been completely overlooked. But as non-alcoholic fatty liver disease (NAFLD), North America's most prevalent form of liver disease, continues to increase exponentially, the Canadian Liver Foundation is sounding the alarm on the effects of obesity on the liver.

"Everyone associates liver disease with alcohol abuse, but someone who consumes too many calories or tries to lose weight too rapidly is more likely to get fatty liver disease and end up on a transplant list." says Gary Fagan, President. "10% to 24% of the world's population has NAFLD."

The Canadian Liver Foundation is aiming to curb the obesity problem and help raise awareness about fatty liver disease by collaborating with the food and beverage industry. On February 28<sup>th</sup> at the Palais Royale, the CLF and sponsor, *Food In Canada* magazine, will present "The LIVERight Awards" for the tastiest and most nutritious items from the Quick Serve Restaurant and Prepared/packaged Food industries.

"With the obesity epidemic and threats of related illnesses, people are becoming increasingly aware of the fuel they are selecting to run on," adds Fagan. "The LIVERight Awards will educate the public about foods that are both convenient and beneficial which is exactly what they need to know when they are hungry and on the go."

"The consuming public no longer cares to spend precious free time doing what our mothers did," says Wendy Baskerville, LIVERight judge and member of the Research Chef's Association in her interview with *Food In Canada* magazine, "... (but) there are ways and means available now to provide expert nutrition along with superb taste and texture in the ready-to-go-format. Our challenge is to keep raising the bar on this standard."

The LIVERight Awards panel will compare products according to their taste, nutritional information and innovation. The judges are: Theresa Albert, D.H.N., R.N.C.P., Dr. Johane Allard, Wendy Baskerville, Madeleine Edwards, R.D. (*Dietitians of Canada*), Minnow Hamilton (co-founder of *Savvymom.ca*) and Victoria Sopik, (CEO of *Kids and Company*).

"Our kids deserve nothing less than to be in love with food in a healthy way. It is great that the food industry is figuring this out and trying to make it easier for us parents." says judge Theresa Albert, host of the popular Food Network series, *Just One Bite*, owner of *Thyme for Supper*, and author of *Cook Once a Week, Eat Well Every Day*.

For more details visit: [www.liver.ca/liverightawards](http://www.liver.ca/liverightawards).

*Since 1969, the Canadian Liver Foundation's mandate has been "to reduce the incidence and impact of all liver diseases." Through the national office and 30 chapters across Canada, the Foundation actively supports education and research into the causes, diagnoses, prevention and treatment of liver disease.*

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