



NEWS RELEASE

## **LIVERIGHT AWARDS HONOURS PACKAGED/PREPARED PRODUCTS JUDGED BOTH GOOD AND GOOD FOR YOU**

**Toronto, ON - February 29, 2008** – The Canadian Liver Foundation’s inaugural LIVERight Awards has recognized 11 packaged/prepared convenience food products as being both good and good for you. The presentation of the awards occurred yesterday at the Palais Royale, following an afternoon of judging and tasting of the entries by an expert panel.

Developed by the Canadian Liver Foundation and in partnership with Food In Canada Magazine and sponsors Western Grocer magazine and Captive Channel, the LIVERight Awards connect two themes – nutrition and liver health - to raise awareness of North America’s most prevalent form of liver disease, non-alcoholic fatty liver disease (NAFLD).

“March is both nutrition month and liver health month,” says Canadian Liver Foundation president Gary Fagan. “The LIVERight Awards program is intended to help consumers make healthy food choices for their families. People hear about the increase of diseases like diabetes and stroke due to the rise in obesity, but many don’t know NAFLD is on the rise. This ‘silent’ disease affects 10% to 24% of the world’s population, and has been diagnosed in children as young as age four.”

“You can be thin and still have NAFLD, which is why the LIVERight Awards highlight dangers of being inactive and having a poor diet,” notes Fagan. Untreated, NAFLD can be life threatening.

Liver transplant patient, Dale Smith, age 61, agrees with Fagan. With a family history of liver disease, Smith was always conscientious and proactive about his liver health. However, Smith wasn’t active, and prior to 2000, his hectic downtown Toronto work schedule and office location frequently left him making poor dietary choices in fast food courts. In 2000, Smith was diagnosed as having NAFLD; he was simultaneously diagnosed with Type 2 diabetes. The culprit in Smith’s ailing liver health was identified as being his diet.

Two to three years ago Smith’s energy dropped noticeably; his condition had progressed to NASH (Non Alcoholic Steatohepatitis, the more severe end of the spectrum of NAFLD). Last year, Smith’s condition had advanced to liver cancer; the tumour was removed July 2007 but he was warned that he would need a new liver. In mid-December, 2007, Smith had a liver transplant; his diabetes has since improved and numerous bodily functions including blood enzymes have returned to normal levels.

The new LIVERight Awards address Canadians’ need for convenient, nutritious dietary choices. A panel of judges compared products according to their taste, innovation, freshness, texture, aroma, visual appeal and nutritional information.

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The judges included: 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*; Monda Rosenberg, Food and Nutrition Editor, *Chatelaine Magazine*; Steffan Howard, Head Chef, Palais Royale; Madeleine Edwards, *Nutrition by M.E.*; Minnow Hamilton, co-founder of *Savvymom.ca*; and Victoria Sopik, CEO of *Kids and Company*.

LIVERight Award winners will find themselves in front of a new audience of 4 million Canadian grocery shoppers; LIVERight Awards sponsor, Captive Channel, will feature the LIVERight Award winners in televised advertising spots on in-store display units in hundreds of grocery stores across Canada. Other perks include the use of the LIVERight winner logo for one year to leverage their product. For more details visit: [www.liver.ca/liverightawards](http://www.liver.ca/liverightawards).

To support Canadian Liver Foundation activities, a LIVERight E-Ideas book with over 40 ideas on how to enjoy products from the LIVERight Awards, and other helpful tips to improve your family's overall health, will be offered at [www.LIVER.ca/LIVERightawards](http://www.LIVER.ca/LIVERightawards).

Established in 1969, the Canadian Liver Foundation is a not-for-profit organization committed to finding cures for all types of liver disease. The Canadian Liver Foundation's mandate is to promote liver health and to reduce the incidence and impact of all liver diseases. Through its national office and chapters across Canada, the Foundation actively supports education and research into the causes, diagnoses, prevention and treatment of liver disease.

Important Canadian Liver Foundation activities in need of donor support range from ground breaking scientific research, including investigating insulin resistance as a cause of NAFLD, to grassroots projects like Kool Kids Cuisine, an after school program to teach kids about fatty liver disease and how to prevent it through healthy eating and exercise.

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## Backgrounder

### 2008 LIVERight Award winners

Category	Company	Product
Best Beverage	Arthur's Fresh Company Ltd.	Arthur's Acai Plus
Best Dessert	YoPRO Treats Inc.	YoPRO Super Premium Chocolate
Best Vegetarian Item	Summer Fresh	Edamame Hummus
Best Breakfast Item	Arthur's Fresh Company	Arthur's Acai Plus
Best Ethic Item	Gourmantra Foods Inc.	Channa Masala
Best Entrée	Summer Fresh	Butternut Squash Soup
Best New Item	Summer Fresh	Roasted Garlic Hummus with Flatbread
Best Kid-Friendly Item	Summer Fresh	Flatbread
Best Family-Friendly Item	Snack Alliance Inc.	Riceworks
Best Snack	Old Dutch Foods Ltd.	Baked Potato Chips Original
Best Use of Fresh Food	Summer Fresh	Roasted Garlic Hummus