

**FOR IMMEDIATE RELEASE**

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**NOVEMBER MISSION: GOOD NUTRITION**  
**IMPORTANT TIPS AND RECIPES FOR EATING HEALTHY DURING PREGNANCY**  
*Plus, Discover Why Everyone Has Food Cravings and How to Outsmart Them*

**November 4, 2008, Pottstown, PA** – The November episode of Mission Good Nutrition features healthy eating information and recipes for women who are pregnant, plus you'll learn how to outsmart food cravings—pregnant or not. The episode begins airing Thursday, November 6, 2008 at 7:00 p.m. on PCTV Channel 28 and is scheduled to air at the same time each subsequent Thursday in November. *Mission Good Nutrition* is a 29-minute TV program sponsored by the Pottstown Area Health & Wellness Foundation that promotes healthy living.

“The Foundation is aware of how confusing a time it can be when you are pregnant, there are a lot of things for a new mother to think about. One area of concern can be what to eat or not eat, so we created an episode that focuses on pre-natal nutrition for mother and baby,” comments Dave Kraybill, executive director, Pottstown Area Health & Wellness Foundation. “We have an important conversation with a dietician on what women should and should not eat during their pregnancies, and then in our cooking segment we offer two recipes to make, which incidentally are tasty and nutritious even if you are not pregnant. We also talk about food cravings that everyone gets at some point. It's important to know why you get them and how to outsmart them.”

In the first segment, Cheryl Herold, a registered dietician, discusses the myth of “eating for two” when you are pregnant. She also informs viewers of specific food items that are to be avoided during pregnancy and specific food items that are important to healthy baby development. She also reviews other nutritional do's and don'ts for pregnant women.

In the second segment, Jo-An Rehtin, the wellness coordinator for Owen J. Roberts School District and freelance food writer and cooking instructor, gets to the heart of food cravings—why we have them, what triggers them and how to avoid them. She even discusses healthier low-calorie ideas on what to substitute when you are really craving chocolate or salty foods.

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## 2-2-2-2- Mission: Eating Healthy During Pregnancy

The last segment features Jessica Reilley, co-owner of Cozy Cuisines. She prepares two very delicious dishes that are nutritionally ideal for women who are pregnant. The “Easy Salmon Cakes” are rich in Omega-3 fatty acids, which is important for the baby’s brain development. She also cooks up “Apricot Chicken,” which is high in protein, and essential for pregnant women. For these and other recipes that are nutritionally structured for pregnant woman go to [www.pottstownfoundation.org](http://www.pottstownfoundation.org).

The holidays are fast approaching and this month’s “Tip of the Month” gives you ideas on how to reduce your holiday stress level. The holidays should be a time of fun and togetherness, not trying to maintain unrealistic expectations. You will learn a few easy ways to help make this time of year a little easier.

**About the Program *Mission: Good Nutrition*** - In support of the Pottstown Area Health & Wellness Foundation’s goal to promote healthy living and healthy lifestyles, the Foundation sponsors the *Mission: Good Nutrition* program, which airs every Thursday at 7:00 p.m. on PCTV Channel 28. Area residents, particularly parents with school-age children, can discover practical, fun, easy and convenient ideas to use immediately and benefit from every day. The “Tip of the Month” in each episode complements the nutritional focus and reinforces that better eating habits plus improved fitness are keys to enjoying a healthier quality of life. All episodes feature interviews and discussions with health and nutrition experts, plus hands-on cooking demonstrations by local chefs and culinary professionals.

Visit [www.pottstownfoundation.org](http://www.pottstownfoundation.org) and click on “*Mission: Good Nutrition*” for an array of interesting information—recipes featured on the program, video clips, and quizzes, as well as how to contact show host Beth Trapani, former communications director and spokeswoman for Pennsylvania Advocates for Nutrition and Activity. *Mission: Good Nutrition* was developed by The Anderson Group and is being produced by Dayton Communications.

**About the Foundation** - The Pottstown Area Health & Wellness Foundation’s mission is to enhance the health and wellness of area residents, providing education, funding and programs that motivate people to adopt healthy lifestyles.