

Media advisory / Interview opportunity

Vitamin D: the new wonder vitamin?

Webcast sorts through fact and fiction to help consumers make sense of vitamin D

What: To help consumers better understand the facts about vitamin D and sort through the overwhelming amount of information provided by health professionals, government and the media, the Canadian Council of Food and Nutrition (CCFN) has gathered key experts in the field of food, health and nutrition to present the latest science and provide updates on policies and regulations. Speakers will address key issues such as:

1. Why vitamin D is important to our health
2. Three key sources of vitamin D
3. How much we need and how much is safe
4. Fortification and supplementation
5. Special needs for people at risk

Join the CCFN for our first-ever, live webcast on vitamin D and learn what is hype and what is fact.

When: **Wednesday, April 22, 2009**
12:00 p.m. – 1:30 p.m. EDT (webcast will be archived for one year)

Where: Register at www.ccfn.ca and click on the vitamin D “webcast” icon (free of charge)
For a direct link to the webcast click:
<http://w.on24.com/r.htm?e=137401&s=1&k=EEFC41F499336BE156B6311D2823D23D>

Media interviews are available with webcast speakers:

- Theresa Glanville, PhD, PDt
Professor, Mount St. Vincent University & Chair of the Canadian Council of Food and Nutrition (CCFN)
- Hope Weiler, PhD, RD (CDO)
Associate Professor, School of Dietetics and Human Nutrition, McGill University
- Lynne Underhill
Food Directorate, Health Canada
- Francy Pillo-Blocka, RD, FDC
President & CEO of the Canadian Council of Food and Nutrition
- Paul Boisvert, PhD
Chair of the Communication Committee of the Canadian Council of Food and Nutrition

Why: There is mounting evidence that vitamin D plays a significant role in the prevention of chronic diseases such as cancer, and is even being touted as “the new wonder vitamin.”

The CCFN has commissioned key experts to prepare a consumer-friendly watching brief and fact sheet to simply explain the role of vitamin D in our overall health.

About The Canadian Council of Food and Nutrition

The Canadian Council of Food and Nutrition is a multi-sectoral, science and evidence-based organization on food and nutrition policy and information. We are a catalyst in advancing nutritional health and well-being of Canadians. Our key priorities and activities serve to influence nutritional health based on solid scientific evidence. The CCFN has consulted the government on key nutrition issues and advocates for evidence-based nutrition policy in Canada. The CCFN is a leading, national non-profit organization that promotes public understanding of food and nutrition issues including understanding fat and trans fat, food product labelling, childhood obesity, sodium, vitamin D, and nutrition trends. For more information, visit www.ccfn.ca.

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For more information or to receive copies of the watching brief or consumer fact sheet, please contact:

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