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Pioneering Coalition Unites to Kick-Off National Campaign to Empower Consumers to Embrace a Gluten-Free Lifestyle for the New Year
Gluten Free and More in 2004™ helps bring awareness to millions seeking treatment for Celiac Disease, Food Allergies and Autism

NAPERVILLE, Ill. – January 2004 – With a single goal in mind, eight gluten-free industry leaders have joined forces in an unprecedented partnership to convey a unified message of support to the growing number of consumers that must follow strict adherence to a 100 percent gluten-free and/or allergen-free diet.

For a fragmented industry known for having different perspectives about advocacy, Nu-World Amaranth, the Gluten Intolerance Group of North America, the Celiac Sprue Association, the Celiac Disease Foundation, Raising Our Celiac Kids (Danna Korn), Celiac.com, and award-winning gluten-free cookbook authors LynnRae Ries and Carol Fenster, Ph.D. have banded together to form *Gluten Free and More in 2004™*, an inaugural program dedicated to empowering consumers to live a healthier and more positive gluten-free lifestyle.

According to a recent University of Maryland study, an estimated 1.5 million people in the United States suffer from Celiac disease and more than 30 million consumers are diagnosed with food allergies. Consumer awareness about gluten-free diets has been rapidly growing. Recently NBC's Today Show aired a segment on Celiac disease and *Newsweek* ran a cover story on Autism – both citing positive effects of switching to a gluten-free lifestyle. "Gluten-free is no longer just about eating tasteless "safe" foods – it's about positive lifestyle changes, powerfully nutritious grains like Amaranth and delicious recipes," said Susan Walters-Flood, President of Nu-World Amaranth.

To learn about *Gluten-Free and More in 2004™*, consumers can visit www.nuworldfoods.com/glutenfreeandmore and explore information about the gluten-free lifestyle, diet and nutrition tips, how to stock a gluten-free pantry, ideas for advocacy and tasty recipes.

– More –

Gluten-Free Lifestyle for the New Year

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Additionally, the website invites consumers to:

- § post their personal commitment to living a gluten-free lifestyle to serve as encouragement to others
- § sign-up for monthly newsletters
- § participate in online polls
- § register for a contest to win a full-day pantry and kitchen makeover by a registered dietitian

As part of the *Gluten-Free and More™* program, an exclusive online chat featuring Carol Fenster, Ph.D., and author of *Gluten-Free 101*, and Cynthia Kupper, RN., C.D., and Executive Director of the Gluten Intolerance Group will be held on January 29th at 7:30 p.m. CST.

About Gluten-Free and More Program Partners

Nu-World Amaranth - the premier provider of gluten-free, allergen-free, Amaranth-based snacks, cereals and baking ingredients.

Gluten Intolerance Group of North America – a leader in the Celiac community providing support, education, advocacy and information to health care professionals and the public.

Celiac Disease Foundation – established in 1990 to offer services, family support, advocacy, research and education about Celiac Disease and Dermatititis Herpetiformis.

Celiac Sprue Association – the largest patient support organization offering counseling and extensive support programs for Celiacs of all ages and their families.

Celiac.com – a website resource for people looking for gluten-free news with more than one million annual site visitors, launched by Scott Adams in 1995.

Danna Korn – founder of R.O.C.K. (Raising our Celiac Kids) and best-selling author and industry expert.

Carol Fenster – author of *Gluten-Free 101* and additional books for those with gluten intolerance and allergies. She also develops gluten-free products for manufacturers.

LynnRae Ries – author of *What, No Wheat*, director of The Gluten-Free Cooking School, and support group advisor for the gluten-free community.

For more information on partner organizations and the program visit
www.nuworldfoods.com/glutenfreeandmore

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