

Contact: Barbara Graham  
Block & DeCorso  
Verona, NJ 07044  
Ph: 973-857-3900  
bgraham@blockdecorso.com

FOR IMMEDIATE RELEASE

**Keep Your Sweetheart Heart Healthy  
- Boomers Should Substitute Cholesterol-Lowering Extra Virgin Olive Oil  
for Butter at All 3 Meals -**

BALTIMORE, MD – February 2010 – If “love is never having to say you’re sorry,” true love must be “never letting your sweetheart consume unhealthy fats.” So says nutritionist Sue Canonico, R.D. who offers some great tips for February, American Heart Month.

“About every 25 seconds, an American will have a coronary event,” notes Canonico. “Many of the heart attacks, the most common form of heart disease, will be among baby boomers, who dated when the movie ‘Love Story’ with its memorable line about love and being sorry was in the theaters. Fortunately, there are ways to avoid the heartbreak that comes with losing a loved one to coronary disease. Some are just simple adjustments to daily recipes, such as substituting extra virgin olive oil for butter, margarine and less healthy cooking oils. Others are focusing on additional aspects of the Mediterranean Diet, such as eating fruits, vegetables and fish, and getting in some daily exercise.”

A recent study that followed over 23,000 healthy Greek men and women for over eight and a half years found a fourteen percent lower mortality for those who adhered to the Med Diet over those who did not. For thousands of years, olive oil has been used almost exclusively at meals in the Mediterranean region. Here in America, extra virgin olive oil was introduced nationally by Pompeian, a company founded at the start of the 20<sup>th</sup> century.

Nutritionist Canonico notes that eating healthy has greater significance for baby boomers because the economic downturn has put many of them under greater stress, and a large number of them need to remain in the workforce to make up for financial setbacks that their retirement funds experienced.

As scientists began looking at longevity, The Mediterranean Diet was recognized as a healthier way to eat because individuals from that region tend to have fewer heart problems and live longer. The Med Diet contains less cholesterol and has more healthy fats, including monounsaturated fats, such as olive oil, and polyunsaturated fats, which contain the beneficial omega-3 fatty acids found in fish, walnuts, and other sources. The Med Diet avoids saturated animal and dairy fats as well as hydrogenated oils containing trans-fatty acids, both of which contribute to heart disease. Olive oil’s monounsaturated fat can help reduce LDL cholesterol levels when used in place of saturated or trans fats.

“Many people never think about using olive oil at breakfast,” reflected Canonico, “but if you bake your morning muffin, olive oil can be used in the recipe or you can brush it on your whole-

grain toast. At lunch you can have a salad with olive oil dressing, and at dinner you enjoy it in sauces, marinades, or with sautéed garlic and onions over pasta.”

In addition to reducing coronary risk, studies have indicated that there may be benefits to consuming olive oil in reducing inflammation, which may help prevent other conditions like diabetes, arthritis, Alzheimer’s, and autoimmune diseases, as well as certain cancers.

“National Heart Month is an excellent time to try out a more flavorful, more healthful way of enjoying food using Pompeian Extra Virgin Olive Oil,” Canonico concluded.

Founded in 1906 in Baltimore, Pompeian, Inc. is the importer of America’s oldest national brand of olive oil, best-selling wine vinegars, and a variety of cooking wines. For more recipes and Pompeian product information, visit [www.pompeian.com](http://www.pompeian.com).

###