

FOR IMMEDIATE RELEASE

“Swap It”

Should I get the “Big Mac” or the “Angus Burger” at McDonalds? When Cravings kick in just “Swap It”

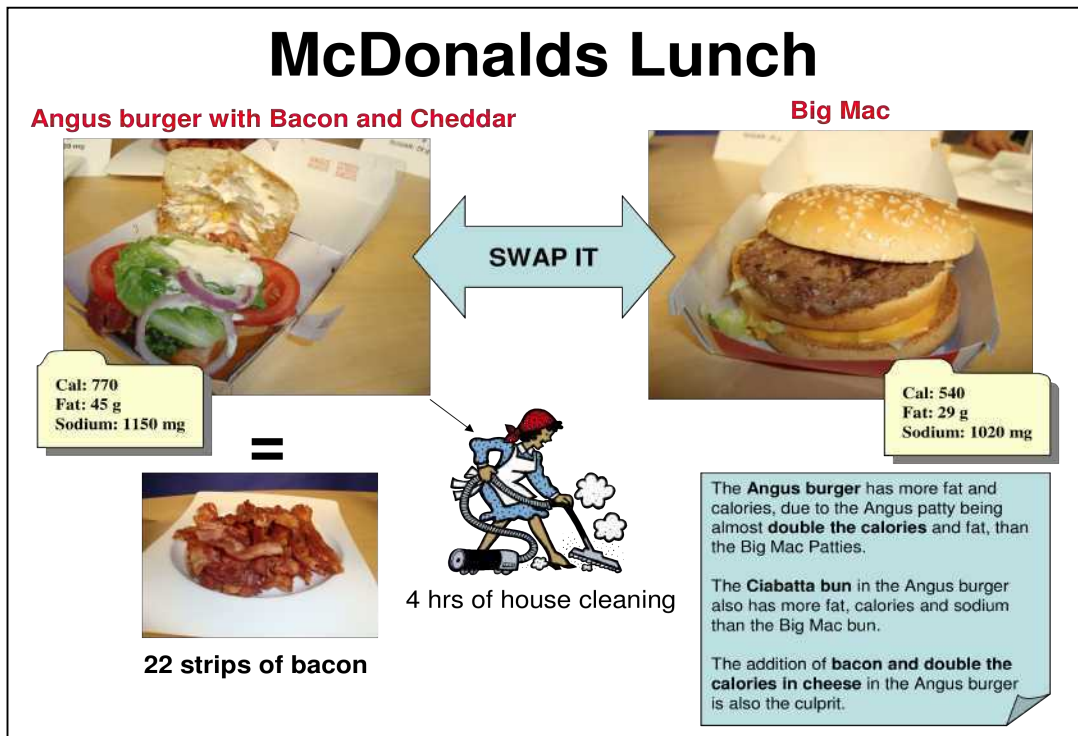
*Rose Reisman, recently appointed Adjunct Professor in the Faculty of Health at York University –
under the direction of Dean Dr. Harvey Skinner*

TORONTO, ON: October 6th, 2010. When you’re craving something from your local McDonald’s, a salad just doesn’t cut it. You want to bite into something packed with flavour, something juicy and salty and meaty and absolutely delicious, even knowing it’s not ideal.

Rose Reisman’s New “Swap It” campaign

But none of that matters when you have that craving. It needs to be satisfied. This is the basis of Rose Reisman’s new “**Swap It**” campaign. “**Swap It**” isn’t about rejecting your cravings or preaching the “right” way to eat. If you crave a burger, have it! “**Swap It**” gives you the facts on all the fast food out there, so you can make a better decision.

Rose will work with existing fast food and restaurant chains along with supermarket foods to show preferred items within the same categories. “**Swap It**” will nutritionally compare two items directly and illustrate the undesirable qualities of the less preferred choice. Rose will answer questions such as “*What’s better for you, a Big Mac or an Angus Burger with cheese?*” and explain why? You will be amazed at the results.



After 20 years of healthy-living campaigns in Canada, Rose Reisman understands you can't tell someone what to eat. Cravings need to be satisfied. “ **Swap It**” doesn't stop you from eating what you want; it helps you make a better decision about eating a similar food when you want it.

Everyday we're bombarded with facts, figures, and advice about what we should and shouldn't be consuming. We're told what not to eat at restaurants, what not to purchase at the supermarket, and what not to cook at home. It's clearly not working. Obesity, type-2 diabetes, heart disease, and cancer rates are on the rise. Our children are at risk of living 10 – 15 years less than our generation!

About Rose Reisman

Media Personality, Author, Caterer, Restaurateur

Rose Reisman is an authority on eating and living well. She's a media personality, nutritionist, restaurant consultant, caterer and author of 18 recipe books including her latest, Rose Reisman's Family Favourites. Rose is a remarkably fit woman, practicing what she preaches. She has four grown children and a very full and rewarding career.

Rose has recently opened her first restaurant Glow, incorporating her philosophy. She is a national supporter for the Canadian Breast Cancer Foundation; Spokesperson for Breakfast for Learning and Ambassador for the Canadian Diabetes Association

Rose Reisman recently appointed Adjunct Professor in the Faculty of Health at York University – under the direction of Dean Dr. Harvey Skinner . Ms. Reisman will work with Dr Skinner and his committee to address combating obesity and diabetes type 2 in Canada, with specific attention on children

For More Information

About Rose Reisman: www.rosereisman.com

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