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New Year's Resolutions Made Easy with "Mediterranean Makeover"
Oldways' new Facebook widget nudges Americans to improve their health

Boston, January 6, 2009 – Every year you make New Year's Resolutions, only to see them fall by the wayside before February even begins. You want to eat better and be more active, but it's tough to change old habits. This year will be different, however, thanks to the **Med Makeover** widget, a new tool from Oldways and the Mediterranean Foods Alliance (MFA).

Med Makeover encourages you to choose any of ten goals, from "curb my sweet tooth" to "eat more whole grains" then offers gentle "nudges" to help you stay on track as you gradually adopt the gold standard of eating the Mediterranean Way. Each time you visit Facebook, you'll see a new nudge, or tip, such as "Stretch, stand-and-sit, or dance in place during every TV commercial" or "Dip fresh strawberries in melted chocolate, cool on wax paper, and savor a decadent and delicious dessert."

"Oldways believes in positive, practical approaches to better eating habits," said Sara Baer-Sinnott, Executive Vice-President of Boston-based non-profit Oldways. "We've been creating projects to promote the healthful Mediterranean Diet for 15 years, and now we've applied that experience to a simple online tool fitting today's internet-based lifestyles."

The real strength of **Med Makeover**, however, is that it taps into the power of social networking, by allowing users to invite their friends to sign up for the program. "You can see which friends are following the same goals as you are," explained Nicki Heverling, MS, RD, Program Manager for the MFA. "You can even submit your own tips or nudges to Med Makeover." This interaction among users continually refreshes and renews **Med Makeover**.

Social interaction has always been a key element of the Mediterranean Diet – though traditionally around the table rather than across cyberspace! The Mediterranean Diet emphasizes the pleasure of good food rather than the deprivation and monotony associated with most fad diets. As illustrated in Oldways' newly-updated Mediterranean Diet Pyramid, eating the Med Way includes colorful vegetables sautéed in garlic and olive oil, succulent grilled seafood, satisfying whole grains, a glass of wine, and fruit for dessert. Decades of solid research show that foods like these support better heart health, brain function, and weight control, along with many other benefits.



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The food issues think tank – promoting healthy, traditional and sustainable food choices

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Oldways is launching the **Med Makeover** widget initially on Facebook, to take advantage of Facebook's existing interactive community. To use the widget, simply enter "Oldways" or "Med Makeover" in the Facebook search box, then follow a few simple steps to install the application in your Profile.

To reach those not currently using Facebook, Oldways and the MFA will introduce a free-standing version later this month; it will be available on both the Oldways and the MFA websites, at www.oldwayspt.org and www.mediterraneanmark.org. An iPhone version is planned for mid-2009.

For more information, to arrange interviews, or for hi-resolution graphics of the widget or the updated Mediterranean Diet Pyramid, contact Kyle Potvin, 603-893-1707 or kpotvin@splashllc.com

About Oldways and the Mediterranean Foods Alliance

Oldways, a Boston-based non-profit educational organization, changes the way people eat through positive and practical programs grounded in science and tradition. The Mediterranean Foods Alliance is an Oldways program created to help people eat better with the Mediterranean diet. You can learn more at www.oldwayspt.org and www.mediterraneanmark.org.

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