

Contact: Gerrards Deli
Gerrards Market
Phone 909-793-2808
Fax 909-792-8021

705 West Cypress Avenue
Redlands, CA 92373



Press Release

DIABETES RECORDS IN YOUTH PROMPT ACTION

Record numbers in diabetes in youth has prompted action and a partnership between Gerrards Market, a Redlands store, and the local Boar's Head® distributor, Inland Empire Deli Provisions

According to the National Diabetes Educational Program, diabetes is the most common chronic diseases in school aged children. Out of every 400 children (infant through age 19), one has type 1 diabetes, and each year there are 13,000 more diagnosed with type 1. Seventy-five percent of all newly diagnosed cases of type 1 are in individuals younger than 18.

Currently, up to fifteen percent of all teens and children are overweight, which is double the amount from 20 years ago. According to several clinical based studies, there were less than 5% with type 2 diabetes in newly diagnosed cases prior to 1994. In subsequent years, that 5% turned into 30-50%. Diabetes disproportionately affects American Indians, African Americans, Mexican Americans, and Pacific Islanders.

In conjunction with the Boar's Head® national "Brown Bagging is Back" campaign, Inland Empire Deli Provisions is offering informational seminars and demonstrations to classrooms and businesses in the Redlands vicinity. Handouts include: a Boar's Head® Nutritional Guide, Action Plan by the American Diabetes Plan, Tina Powell's book Samantha's Silly-icious Sandwiches (for elementary school children), a Kid's Club Card, a free sample card, and a pencil and eraser. Also included is a menu planner from Gerrards Market. Gerrards Market offers Boar's Head® heart-healthy and low-sodium products and will be delivering "brown-bag" school lunches as part of this program. The "Brown-Bag Lunch" will feature a Boar's Head® sandwich on fresh rolls or bread, your choices of meats, cheeses, and condiments, fruit, and a snack. Boar's Head® has developed a weekly menu maker on their website (www.brown-bagging.com) encouraging healthy choices. Parents can email or fax the complete menu with their delivery information to Gerrards Market at orders@gerrardsmarket.com or (909) 792-8021. With various payment options, it eliminates the need for sending money with children to school.

Sandy Rodriguez, the representative from Inland Empire Deli Provisions, can be contacted at (909) 709-5767 to schedule presentations for your classroom or business. The American Heart Association has endorsed twenty seven Boar's Head® products, which are low in sodium and fat.

For Release 9 a.m. PST August 11, 2008