



**NEWS RELEASE**

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FOR IMMEDIATE RELEASE

**Nutrition advice from a trusted source**

Launching NOURISH magazine and website: Canada's Nutrition Companion for  
Cancer Patients and Caregivers

Cowansville, Quebec. Publisher Ebmed Inc. and a team of registered dietitians with more than 40 years of combined experience in oncology, launches *Nourish* - the first Canadian magazine that gives science-based answers to common questions about diet and nutrition during cancer treatment. It provides nutritional tips to manage treatment side effects and easy recipes for nutritious foods in a glossy, uplifting and free publication.

"What should I eat?" is a common question when people are faced with a cancer diagnosis. According to the Canadian Cancer Society, an estimated 190,000 new cancer cases will be diagnosed in 2014 alone.

"There is a lot of misinformation out there when it comes to eating the right foods following a cancer diagnosis", says Christy Brissette, a registered dietitian working at the Princess Margaret Cancer Centre in Toronto and one of the authors of *Nourish*.

Many people with cancer are tempted to spend money on special foods and supplements whose effectiveness has not been proven. In some cases these choices can make medical treatment less effective.

"Canadians with cancer need credible and practical suggestions when it comes to nourishing themselves during and after cancer treatment. That's why we created *Nourish*. In our magazine and on our website we make evidence-based information and advice accessible."

Research shows that people who are able to maintain a healthy weight during cancer treatment respond better to therapy, recover faster and have a better quality of life.

*Nourish* is also available in French under the title *Savourer Santé*. The magazine will be published several times a year and distributed free of charge in cancer clinics across Canada, made possible through an unrestricted educational grant from Amgen Canada Inc. The online version and helpful links to trusted resources in cancer and nutrition are available at [www.nourishonline.ca](http://www.nourishonline.ca) and [www.savouersante.ca](http://www.savouersante.ca)

Healthcare professionals can order free copies for their clinics by visiting [www.nourishonline.ca](http://www.nourishonline.ca) under the tab healthcare professionals.

For further information (photos, interview requests):

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