

Benefit Nutrition supports the American Diabetes Association

Benefit Nutrition was a big hit with American Diabetes Association. Benefit Nutrition was a big hit during sponsorship of the American Diabetes Association, NJ Diabetes Community Forums and Health Fairs throughout October 2007 where we shared cereal samples and helpful information with thousands.

Benefit Nutrition had the pleasure of sampling Simply Fiber and Protein Plus cereals as well as speak with countless participants of the Health Fair, young and old alike. The event was a fabulous forum for those wanting to learn more about the risks of diabetes and how to maintain a healthy diet for themselves or a loved one with diabetes. "We were honored to be a part of this important event and speak with so many lovely people anxious to learn about Simply Fiber cereal with its 14g of fiber and whole grain ingredients" said Barry Silverman, Benefit Nutrition's Vice President, Sales & Marketing.

Sharon Mouellis, Associate Manager-Community Outreach, American Diabetes Association adds, "Feedback from our attendees was overwhelmingly positive and many felt that your company's presence was extremely important".

The American Diabetes Association's Community Forums are informational health fairs held during the Step Out to Fight Diabetes Walks. The forums feature diabetes education, free screenings and Q&A opportunities with certified diabetes educators. Additionally, the forum features diabetes-related products, services and exhibitors from pharmaceutical and non-pharmaceutical industries!