



**For Immediate Release
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**Contact: Thom Householder, Front Burner PR
(207) 653-6122, thom@frontburnerpr.com**

**WILD BLUEBERRIES HELP YOU EAT SMART TO TAKE CHARGE
OF YOUR HOLIDAYS: FIVE TIPS FOR EATING WELL**

Wild blueberries make it possible to go wild and be sensible this month.

Portland, ME – It's the time of year when busy schedules and festive parties make many people think it's okay to put healthy eating on hiatus. Susan Davis, a registered dietitian who advises The Wild Blueberry Association of North America, says that planning ahead and using common sense are helpful ways to stay on course during this time of year.

"If fruits, vegetables and reasonable portions are part of your regular diet, don't forget that at the first sight of tinsel," she says. "Planning now pays off and requires a fraction of the work compared to getting back on track in January."

Davis notes that wild blueberries, frozen fresh to maintain their antioxidants and other compounds, contain only 60 calories per cup, and contain compounds that research has shown the potential to benefit brain health, reduce the risk of certain types of cancer, improve cardiovascular health, lower the risk of diabetes, benefit our skin, and protect eye tissue. Because they're available only in the freezer case at grocery stores, they're easy to keep on hand at home for quick and satisfying alternatives to high-calorie holiday foods.

Davis offers the following tips and recipes for making it through the holiday season unscathed and for laying the groundwork to eat well throughout the year.

Don't skip breakfast. If you eat a decent breakfast, you are more likely to avoid hunger that leads to snacking. Start the day with a quick and easy Wild Blueberry Smoothie (<http://wildblueberries.com/recipes/smoothie.php>), Wild Blueberry Cup (<http://wildblueberries.com/recipes/cup.php>) or toss a handful of frozen fresh wild blueberries on your favorite cereal with skim milk. Think you're too busy for breakfast? Keep a batch of Wild Blueberry Walnut Bran Muffins (http://wildblueberries.com/recipes/muffin_walnut.php) in the freezer and grab one on the way out the door.

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Eat regular meals. Candies, cookies and treats are everywhere during the holidays. Eating three meals makes it easier to eat healthier. Try a Ham Sandwich with Wild Blueberry Mustard (http://wildblueberries.com/recipes/ham_swich.php) or a simple midday salad of Wild Blueberries with Roquefort, Celery and Cumberland Sauce (<http://wildblueberries.com/recipes/roquefort.php>).

Incorporate healthy foods into holiday meals. Exceptional, satisfying meals don't have to be loaded with fat and calories. Try cajun-seasoned Wild Blueberry Chicken Breasts (http://wildblueberries.com/recipes/chicken_breast.php) or easy Tandoori Chicken Sticks with Wild Blueberry Fig Sauce (http://wildblueberries.com/recipes/chicken_tandoori.php) to wow family or dinner guests. You'll never miss the calories.

Stop eating when you are comfortably full. Eat slowly and pay attention to what you are putting in your mouth. Keep in mind that you will live to eat another day. Overeating is way overrated.

Enjoy the holidays for all the sights, sounds, memories and festivities. Foods are an important part of holiday fun, but feeling like a bloated sausage for a month isn't. Make choices that will make you feel good and look good. On January 1st, you'll be glad you did. Walking around the neighborhood to enjoy holiday decorations is a great way to spend time with family and stay active.

"Taking care of yourself during the holidays shouldn't be an all-or-nothing choice," says Davis. "It's a matter of making a few simple choices that pay off in spades in the way you look and feel."

Additional nutritious Wild Blueberry recipes are available online at www.wildblueberries.com/recipes.

To schedule an interview with Susan Davis, please contact Thom Householder by phone (207) 653-6122 or email (thom@frontburnerpr.com).

About the Wild Blueberry Association of North America (www.wildblueberries.com)

The Wild Blueberry Association of North America is a trade association of growers and processors of Wild Blueberries from Maine and Canada, dedicated to bringing the Wild Blueberry health story and unique Wild Advantages to consumers and the trade worldwide.

For news, recipes, and related health information about Wild Blueberries, visit www.wildblueberries.com, www.wildblueberryhealthblog.com and follow www.facebook.com/wildblueberries and www.twitter.com/WildBBerries4U.

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