



For Release May 11, 2006

Yummy in my Tummy! New DVD and Cookbook

**Award-winning producers' new DVD tackles timely issue of
childhood obesity**

Montreal broadcasters donate portion of proceeds to help feed needy children

DVD/Book Launch: Thursday, May 11, 2006, 11am
Starbucks, 5526, Monkland Avenue, NDG

May 11, 2006, Montreal – With childhood obesity rates in Canada having more than doubled in the last ten years, it's never too early to start eating healthy. That's the premise of **Yummy in my Tummy** – Healthy Eating Habits for Life. The DVD guides parents through the introduction of solid foods to their babies from 6-12 months.

Packed with nutrition advice, easy recipes and answers to parents' frequently asked questions, **Yummy in My Tummy!** is a 50-minute DVD produced by Lianne Castelino and Andrea Howick, two moms who are also journalists and the makers **Bringing Baby Home**, winner of a Parents' Choice Award.

Along with the DVD, comes an attractive, full-colour cookbook. **Yummy in my Tummy in Montreal** is filled with more recipes, techniques and tons of useful resources for parents in the Montreal area, published by Vivva City, a division of Price-Patterson Publishing.

"The first year of a child's life is key for establishing what kind of relationship with food a baby will have as an adult. Babies who are introduced to nutritious, healthful foods right from the beginning will be more inclined to grow into adults who will make smarter diet choices and live healthier lives," said Dr. Denis Leduc, president of the Canadian Pediatric Society who served as medical advisor and is featured in the DVD.

A portion of proceeds from the sales of **Yummy in my Tummy** will go to *Generations Foundation*, a non-profit organization that provides more than 6,000 nutritious meals and snacks a day to underprivileged children in Montreal.

The DVD also features expert advice from Louise Lambert-Lagacé, a leading nutritionist. "Good eating habits in my mind is eating healthy foods. Parents should be eating healthy foods and should be introducing them slowly to the baby," said Lambert-Lagacé.

The Liandrea Company was founded in 2003 by two Montreal moms to produce quality how-to parenting DVDs that take some of the guesswork out of parenting.

The **Yummy in My Tummy! DVD & Book set** is available for \$29.95. The Yummy DVD is also offered in a Special Edition Boxed Set with Liandrea's award-winning DVD *Bringing Baby Home* at www.liandrea.com for \$34.95.

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NOTE TO EDITORS: DVD AND BOOK AVAILABLE FOR REVIEW OR DEMO AFTER MAY 4. HEADSHOTS AND ART AVAILABLE. LIANNE CASTELINO, ANDREA HOWICK AND FEATURED EXPERTS DR. LEDUC AND NUTRITIONIST LOUISE LAMBERT-LAGACE AVAILABLE FOR INTERVIEW.

For additional information or to arrange for an interview, please contact:

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