

THE FOOD ADDICTION INSTITUTE
PRESS RELEASE

FOR IMMEDIATE RELEASE:

SARASOTA, FLORIDA, November 3, 2011

The Food Addiction Institute congratulates Bloomberg News for its article yesterday discussing the scientific evidence that fatty foods can be as addictive as cocaine and other drugs.

“We are delighted that Bloomberg, such a reputable news organization, has clearly stated the recent and overwhelming evidence that food addiction exists,” said Gail Marcus, the institute's chairwoman.

“Obesity has risen at an epidemic rate over the past 20 years and two-thirds of adults in the United States are overweight, according to government statistics. Thirty percent of Americans are obese, but few Americans understand that a major portion of this problem is caused by an addiction to specific foods,” said Phil Werdell, a pioneer in food addiction treatment and Director of the FAI/ACORN Food Addiction Professional Training Program.

“Processed foods and sugary foods react in the brain in ways that resemble addictions to cocaine, nicotine, and other drugs,” said David G. Evans, Esq. an attorney with the Food Addiction Institute. “The evidence is no longer in doubt. We urge health-care and addiction-treatment professionals to recognize and properly treat food addiction. We also urge the food industry and government to treat this as a major threat to our nation’s health, as we have tobacco.”

“It’s also important to note that there are a number of very successful programs for treating food addiction. Some of the best are mentioned on the Food Addiction Institute website.” says Michael Prager, author of Fat Boy, Thin Man.

The mission of the Food Addiction Institute is to define and expand the body of scientific and medical knowledge about food addiction and to provide professional and public education about food addiction as a treatable chemical dependency.

To view the FAI website go to: www.foodaddictioninstitute.org

To read the Bloomberg article go to: <http://www.bloomberg.com/news/2011-11-02/fatty-foods-addictive-as-cocaine-in-growing-body-of-science.html>

Inquiries can be addressed to:

Gail Marcus, 802-356-0662 (e-mail - gailmarcus456@gmail.com);

Phil Werdell, 941-735-1732;

David G. Evans, 908-788-7077; or

Michael Prager, 617-504-3562.

-end-