

## **FOR IMMEDIATE RELEASE**

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### **Is it Time to Rethink Your Drink**

Portland, Maine, September 2009 –

Too much sugar is bad for your teeth, and bad for your body. That's the message in the newest television ad sponsored by the Greater Portland Dental Society in cooperation with Let's Go!, Greater Portland's Healthy Weight Awareness Initiative. View the ad at [www.letsgo.org](http://www.letsgo.org).

Thornton Academy High School students star in the ad that shows how much sugar teens often consume in a day. The ad focuses on the high sugar content in soda and energy drinks and highlights how quickly the amount of sugar consumed adds up over the day.

"I wanted teens to understand that a soda here, an energy drink there can really be bad for their health – and their teeth," says Demi Kouzounas, a Portland based dentist and member of the Greater Portland Dental Society. Kouzounas coordinated two previous ads that focused on developing healthy habits for teeth, sponsored by local Portland dentists.

"When the idea came up to focus this third ad on sugar consumption, we thought it would be a good idea to partner with Let's Go! and put further focus on this by drawing attention to the number of calories consumed as well as the effect it has on oral health."

"It was a natural fit for us to work with the Greater Portland Dental Society on the television ad," says Maine Medical Center's Barbara Bush Children's Hospital pediatrician and medical director of Let's Go!, Victoria Rogers. "By focusing on how sugar affects both teeth and obesity, we promote two important aspects of a healthy lifestyle."

Let's Go! promotes healthy lifestyle choices for children, youth, and families in 12 Greater Portland communities by focusing on physical activity and healthy eating.

The television ad will air on WCSH6 throughout the months of September and October. It is airing as both a paid ad and a public service announcement. Let's Go! is also highlighting sugar sweetened beverage information on their website at [www.letsgo.org](http://www.letsgo.org).

*Let's Go! promotes healthy lifestyle choices for children, youth, and families in 12 Greater Portland communities by focusing on physical activity and healthy eating. The multi-year project is funded by Let's Go Founding Partners Anthem Blue Cross Blue Shield Foundation, TD Banknorth, Hannaford, MaineHealth, Maine Medical Center, Unum, and United Way of Greater Portland. Harvard Pilgrim Health Care Foundation is a Platinum Supporter, as a part of their Growing Up Healthy Initiative. Let's Go! works collaboratively with the public health professionals, community based organizations and programs working to increase physical activity and improve nutrition among children and families in the Portland area. Let's Go! was created in direct response to a doubling in the rate of obesity in Maine's children over the past three decades.*

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