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For Immediate Release

Mary's Gone Crackers and the Celiac Disease Foundation Suggest Ways to Raise Awareness for Celiac Awareness Month

Gourmet Gluten-Free Snack Company and Non-Profit Support Organization Encourage Understanding of Celiac Disease with 10 Tips to Spread Awareness

Gridley, Calif. (May 3, 2010) - In honor of National Celiac Disease Awareness Month in May, [Mary's Gone Crackers](#), makers of gourmet gluten-free foods, and the [Celiac Disease Foundation](#) (CDF) have released a list of 10 ways to help promote awareness of the disease. Celiac Disease affects approximately one in 133 people; nearly three million Americans nationwide.

Celiac Disease is one of the most common genetic conditions in the world, but often goes undiagnosed because it is a multi-symptom, multi-system disorder. It is estimated that 97 percent of Americans with the disease often go undiagnosed.

10 ways you can help raise awareness include:

1. Support National Celiac Disease Awareness Month by spreading the word! Send out an email, or post it on Facebook or Twitter.
2. Prepare your favorite gluten-free dish for your next gathering, then print copies of your recipe and place it by your dish to share!
3. Write your congressperson and ask them to co-sponsor/support [H. Con. Res 110](#) designating May as Celiac Disease Awareness Month.
4. Give the gift of health - Next time you give a gift, consider a basket filled with your favorite gluten-free products. Include Mary's Gone Crackers and let

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- people know that you don't have to be gluten intolerant to enjoy the healthy, wholesome taste!
5. Contact the health editors of your local newspaper and ask them if they know about Celiac Disease. Write them a letter and share your story.
 6. Share current books - *Celiac Disease for Dummies*, by Sheila Crowe, MD and Ian Blumer, MD; Revised and Updated: *Celiac Disease: A Hidden Epidemic* by Peter H.R. Green, MD; or *Healthier Without Wheat* by Stephen Wangen, MD. Read them and pass them on to people who you think may benefit from learning more about Celiac Disease or how gluten may be the cause of their illness.
 7. Find out if there is a health fair or vendor fair coming to your town and offer to set up a table with information on Celiac Disease and how to get tested. Contact the Celiac Disease Foundation for the free awareness brochures, "Are You The One?" which covers symptoms, testing, tips and more!
 8. Check to see if there are any local benefits or marathons that support Celiac Disease - join or volunteer! Check out [Team Gluten-free™](#) and help raise awareness and funds through participation in local and regional races.
 9. When you visit a friend or neighbor in the hospital, or have a regular physical or dental exam, take the opportunity to talk to doctors, dentists, nurses, healthcare workers, and dieticians to help increase their awareness of Celiac Disease and the gluten-free diet needs of Celiac patients.
 10. Word-of-mouth. The best way to raise awareness is to just tell somebody about Celiac Disease. Share your story!

"We're excited to collaborate with Mary's Gone Crackers to help promote dialogue and raise awareness for Celiac Disease," said Elaine Monarch, founder/executive director of the Celiac Disease Foundation. "With so many people still going undiagnosed, we hope these tips will motivate people to share their experiences and knowledge of Celiac Disease, helping others to learn more about it and increase the rate of diagnosis."

Common symptoms of recurring bloating, gas, abdominal pain, chronic diarrhea, constipation, unexplained weight loss or weight gain, bone or joint pain, migraine headaches and unexplained anemia are often and unknowingly caused by Celiac Disease. Since many people living with Celiac Disease go undiagnosed, it is important for anyone displaying one or more of these symptoms to consult a doctor for testing. Symptoms vary and are not always gastrointestinal.

"Celiac Awareness Month is an ideal time to spread the word of this widespread condition and we're dedicated to encouraging discussion among people living with or

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without Celiac Disease,” said Mary Waldner, co-founder of Mary’s Gone Crackers. “Ever since my son and I were diagnosed with Celiac Disease, we eliminated gluten from our diets and reclaimed our health, which encouraged me to create a line of gluten-free snacks so others can do the same!”

To learn more about Celiac Disease, visit www.celiac.org. For more information about Mary’s Gone Crackers, visit www.marysgonecrackers.com.

About the Celiac Disease Foundation

Since 1990, Celiac Disease Foundation (CDF) has been dedicated to promoting awareness to increase the rate of diagnosis. CDF is constantly expanding the supportive community for patients, families, healthcare professionals and the food service industry. CDF is actively involved in advocating for patient concerns and networking with other national and international organizations to improve the quality of life for Celiacs and their families. For more information, please visit www.celiac.org.

About Mary’s Gone Crackers

Founded in 2004, by Mary Waldner and Dale Rodrigues, Mary’s Gone Crackers manufactures a line of delicious gourmet, organic, gluten-free, vegan foods including crackers, pretzels (Sticks & Twigs) and its new line of *love* Cookies. Mary’s Gone Crackers always uses certified organic, kosher, whole food ingredients that contain no added trans-fats, eggs or dairy. Mary’s Gone Crackers’ products are available in natural and grocery stores nationwide. Mary’s Gone Crackers is a proud sponsor of the Celiac Disease Foundation. For more information, please visit www.marysgonecrackers.com.

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