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Sunsweet Shows How to Love Your Bones on World Osteoporosis Day
Sunsweet Growers Inc.® Launches 2016 Online Resource Hub for Bone Health

Yuba City, California (September 07, 2016) – Continuing its mission to inspire consumers to lead a healthy lifestyle, Sunsweet Growers is launching their 2016 multi-media online resource hub in support of World Osteoporosis Day (WOD). Led by the International Osteoporosis Foundation, WOD takes place every year on October 20th to emphasize and raise awareness around the importance of building healthy bones. Sunsweet is a proud official sponsor of World Osteoporosis Day and supports the goal of helping reduce the preventable risk of osteoporosis, through a bone-healthy lifestyle with a diet rich in fruits and vegetables including prunes.

Over 200 million people worldwide are affected by osteoporosis, with an osteoporotic fracture occurring every three seconds. Taking preventative measures, and making simple lifestyle shifts, is key to navigating and preventing the risk of osteoporosis. Nutrition, coupled with physical activity and early detection, plays an integral role in protecting the future of your bones. Research findings suggest that eating prunes can lead to improved bone health. Postmenopausal women who added 50 grams (4-5 prunes) daily to their diet for six months experienced an improvement in bone mineral density¹.

Sunsweet has re-launched its informative hub of bone health materials. Consumers can now visit sunsweetworldosteoporosisday.com for new research insights, video content, recipes, and nutrition tips.

The updated website offers downloadable materials which include:

- **NEW!** Nutrition research insights video with Dr. Shirin Hooshmand
- **NEW!** Sara Moulton's Bone-Healthy Turkey **Mediterranean** Burger Recipe
- Five Easy Snack Recipes to #LoveYourBones
- Sunsweet Infographic on Building Better Bones on World Osteoporosis Day
- Sunsweet Bone Health Brochure
- 'Love Your Bones: Protect Your Future' World Osteoporosis Day Poster
- Media fact sheet & patient brochure from the International Osteoporosis Foundation
- Recent bone health research & more!

Recognizing World Osteoporosis Day provides a reminder of the importance of bone health. "Nutrients found in prunes – vitamin K, phosphorus, boron and potassium and polyphenols – contribute to bone health. Paired with calcium, vitamin D and weight bearing exercise, people of all ages can protect

¹ Hooshmand S, Kern M, Metti D, Shamloufard P, Chai SC, Johnson SA, Payton ME, Arjmandi BH. The effect of two doses of dried plum on bone density and bone biomarkers in osteopenic postmenopausal women: a randomized, controlled trial. *Osteoporosis Int.* 2016;27(7):2271-9.

themselves,” says Shirin Hooshmand, PhD, Associate Professor of Nutrition at San Diego State University. Hooshmand has been involved in founding research related to prunes and their effect on bone health.

For more information about Sunsweet or World Osteoporosis Day, please visit:

www.sunsweetworldosteoporosisday.com

About SUNSWEET

Sunsweet Growers Inc., established in 1917, has 99 years of experience and heritage in producing the highest quality dried fruits. The Yuba City, Calif.-based cooperative of 250 grower/members is the worldwide leader in prunes and related products. The product portfolio includes a full line of dried fruit snacks and juices, all designed to fit today’s need for healthy and convenient food choices. For more on Sunsweet products, visit www.sunsweet.com

About World Osteoporosis Day

World Osteoporosis Day is observed annually on 20 October, and marks the beginning of a year-long campaign dedicated to raising global awareness of the prevention, diagnosis and treatment of osteoporosis and related musculoskeletal diseases. Led by the International Osteoporosis Foundation (IOF) whose members include committees of scientific researchers, leading companies, as well as more than 230 patient, medical and research societies, working together to make bone, joint and muscle health a worldwide health-care priority. WOD generates worldwide media and assists with public awareness campaigns organized by national osteoporosis patient and medical societies in over 90 countries, globally. www.worldosteoporosisday.org; www.facebook.com/worldosteoporosisday; www.twitter.com/iofbonehealth; #LoveYourBones