

Partnership with Foodinc.ca puts Eat Smart! Restaurants at the click of a mouse

Toronto, July 13, 2006 -- A new partnership between Eat Smart! Ontario's Healthy Restaurant program and Foodinc.ca is making it as easy as the click of a mouse for Ontario consumers to find healthy choices in dining. All Eat Smart! restaurants will now be listed and identified on www.foodinc.ca, Canada's largest online restaurant directory, which reaches more than 10,000 visitors per day.

Qualified Eat Smart! restaurants will now feature a special icon on Foodinc.ca that links to features of the Eat Smart! Program and to www.eatsmart.web.net. To make it easy for visitors to find Eat Smart! qualified restaurants Foodinc.ca has also created a Quicklinks feature for each city. A *quicklink* button allows visitors to see all the Eat Smart! qualified restaurants for a given city with one click, making it easier for Ontarians to eat healthier.

"More people are eating at restaurants and many of those people would like to eat healthier," stated John Robb, General Manager of Foodinc.ca. "The Eat Smart! Program is a great way to let people know where they can find better choices and healthy restaurants."

"This partnership means that people wanting healthy food choices safely prepared in a smoke-free environment can access those restaurants quickly and easily," added Samara Foisy, Provincial Coordinator of the Eat Smart! Program. "This is also a great incentive for the restaurants to participate because there is no associated cost for them to be featured on the website. This is just a great bonus for receiving the Eat Smart! Award of Excellence. "

About Foodinc.ca! (www.foodinc.ca)

Foodinc.ca is an online restaurant directory and guide helping consumers across Canada find the dining experience of their choice since 2002. With over 50,000 listings, Foodinc.ca, a division of Longtail Publishing, is one of the largest and most dynamic Canadian restaurant guides available online. Longtail Publishing is an online publisher of content rich websites of interests to a broad base of users.

About Eat Smart! (www.eatsmart.web.net)

Eat Smart! is an award of excellence program that recognizes Ontario restaurants and cafeterias for achieving excellence in nutrition, food safety and smoke free seating. Supported by the Nutrition Resource Centre and Eat Smart! provincial partners, the Canadian Cancer Society (Ontario Division) and the Heart and Stroke Foundation of Ontario, local Public Health Units award restaurants and cafeterias that provide: A variety of healthier food choices, on the menu and by request, including vegetables and fruit, lower-fat options and substitutions, an excellent track record in food safety and a 100% smoke-free environment. This program is funded by the Government of Ontario.

-30-

Media contact: Susan Sperling, Ontario Public Health Association, 416-367-3313 ext. 230



**NUTRITION
RESOURCE
CENTRE**

**CENTRE DE
RESSOURCES
EN NUTRITION**



Ontario's Healthy Restaurant Program



Canada's Restaurant Source

700 LAWRENCE AVE. WEST
SUITE 310
TORONTO, ONTARIO
M6A 3B4

TEL.: (416) 367-3313, EXT. 222
1-800-267-6817, EXT. 222
FAX: (416) 367-2844
info@nutritionrc.ca
www.nutritionrc.ca

Ontario Public Health Association