



MEDIA RELEASE  
December 3, 2012  
For Immediate Release

## **Noviden Technologies Supports Edmonton's AWWA to Curb Diabetes**

Edmonton, Alta – Halifax, Nova Scotia based Noviden Technologies Inc. is pleased to announce sponsorship participation in **Edmonton's Aboriginal Women's Professional Association's STEP-UP-CHALLENGE** to provide Diabetes Meal Planning for 100 women.

The **AWPA Step-Up-Challenge** is a no-cost program that provides Aboriginal women with the supports needed to eat healthier and increase exercise. The Step Up Challenge is a means to a better and longer life for participating women and their families.

It's well documented that the food we eat is a significant contributor to a person's health and well-being. Making the commitment to eat better is just the beginning to reduce the risk of disease and illness. Preparing foods at home with fresh ingredients is the best way to a healthier lifestyle.

**Time constraints, limited cooking skills, or simply not knowing what recipes can prevent or control diabetes** no longer need to be barriers to healthful eating. Noviden Technologies has designed an easy to use **universal software tool** to assist people to get back into their kitchens preparing **quick, delicious Chef-designed meals** to bring goodness to their dinner table.

Noviden's flagship software, MealEasy.com, specializes in offering customized meal planning for those with dietary restrictions, including diabetes, vegetarian, wheat-free and dairy-free. MealEasy focuses on portion control and balanced meals for a healthy lifestyle. Subscribers can eliminate unwanted ingredients due to taste preferences or allergies, or limit sugars, fats, meat, dairy or whichever ingredients are selected.

Members sign up for the interactive meal planning website and create a personal profile to customize their food choices. Each of the 2000 meals have been personally designed by Noviden's Executive Chef Paul Routhier and scrutinized in our test kitchen to ensure the highest quality. The MealEasy.com website lists nutritional facts for each meal, including calories, fat, sodium and % daily value.

Automatically generated grocery lists are organized into sections for easy navigation at the grocery store and YouTube videos provide cooks at home with detailed instructions on how to prepare meals.

**Noviden Technologies is excited to partner with AWWA to help Step-Up-Challenge participants to secure a healthier future, now.**

**For further details on Noviden Technologies and MealEasy.com, please contact:**

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**AWPA:**

The Aboriginal Women's Professional Association (AWPA) vision is to see all Urban Aboriginal Women trained, employed, and self-sustaining.

The AWPA is a growing network of professional Aboriginal women who are skilled business owners, managers, program coordinators, public employees, entrepreneurs, facilitators, and students. The Association is mandated to mentor and share relevant teachings with interested Aboriginal Women of all ages, regardless of background or experience.

The Aboriginal Women's Professional Association is inclusive of ALL Aboriginal women. We shall not divide ourselves by border, background or nation; and in the spirit of inclusion, the AWPA governing board would like to share that the word "professional" is defined as a mind-set or attitude not a destination.

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