

MEDIA RELEASE:

Food Matters – but is it the answer to Cancer?

A new documentary claims we can improve chronic illness with simple self-care

Australia, 19 May 2008 – A provocative new documentary called *Food Matters*, set to launch globally on May 30, aims to further jolt the trillion dollar worldwide so-called 'sickness industry' by declaring a range of scientifically verifiable solutions for curing disease naturally.

Nutritionists turned filmmakers James Colquhoun and Laurentine ten Bosch, have produced a bold film based on a challenging and potentially startling message; that with the right kind of foods, supplements, and detoxification processes, we can prevent, arrest, and even reverse chronic illness.

"This film will shatter the belief fed to us by modern medicine that there is 'a pill for every ill'," said Colquhoun. "We're not suggesting that pharmaceutical drugs don't have their place, we're saying that our overburdened health care practitioners perhaps do not have the time to educate people about alternative treatments and healthy living."

"There are simple lifestyle changes that we as individuals can make to start reversing the increasing levels of serious illness," said ten Bosch.

At a time when our struggling health system is under review and global health care reform is urgent, *Food Matters* brings together the world's leaders in nutrition and natural healing to present astonishing new claims about ways to treat depression, obesity, alcoholism, heart disease, cancer, dementia, and a host of other debilitating conditions, without the need for drugs or surgery.

Can high doses of Vitamin C really cure cancer? Can two handfuls of cashews provide the therapeutic equivalent of a prescription dose of prozac? According to one of the film's contributors, author and therapeutic nutrition specialist with over 30 years experience in natural healing, Andrew W. Saul, these claims are entirely viable.

Saul says that our health care systems are in fact disease care systems, and that there is no money to be made in reducing levels of sickness and disease. He states: "Good health makes a lot of sense, but it doesn't make a lot of dollars."

Another of the film's expert commentators, Charlotte Gerson, founder of the Gerson Institute which is dedicated to healing and preventing chronic diseases using natural therapies and has helped improve the lives of countless cancer patients using the Gerson Therapy, claims that a normal, healthy body has such powerful defences that it cannot and will not develop cancer or any other chronic disease.

Aiming to step in where Michael Moore's attack on the American health care system with the film *Sicko* stopped short, Colquhoun and ten Bosch hope *Food Matters* will educate people about ways to prevent sickness, rather than encourage them to rely on a system already in crisis to treat symptoms once sickness takes hold.

"If we can help people become more aware of the choices available to them, they can start to reduce their reliance on the 'sickness industry'," explained Colquhoun. "It's about education, not just medication. With access to solid information, people invariably make good choices for their health."

To ensure the information in their film is available to as many people around the world as quickly as possible, Colquhoun and ten Bosch have taken a departure from traditional distribution models. The film will be available on DVD & for viewing online through video streaming provider 'Vividas', using the same technology as the smash hit 'The Secret'.

"The internet is a ready and accessible medium for us," continued Colquhoun. "People all over the world are able to receive this message and apply it to their own lives immediately."

Food Matters was produced in Australia and launches globally on 30 May, 2008.

You can see the trailer NOW at the film's official website:

www.foodmatters.tv

ENDS

MEDIA CONTACTS

Issued on behalf of FOODMATTERS by Red Agency

For further information, or to arrange an interview with the producers of Food Matters, please contact:

Kristy Bloxome T : (02) 9963 7718 or 0417 820 877

Rebecca Mills T : (02) 9963 7719 or 0416 299 509