

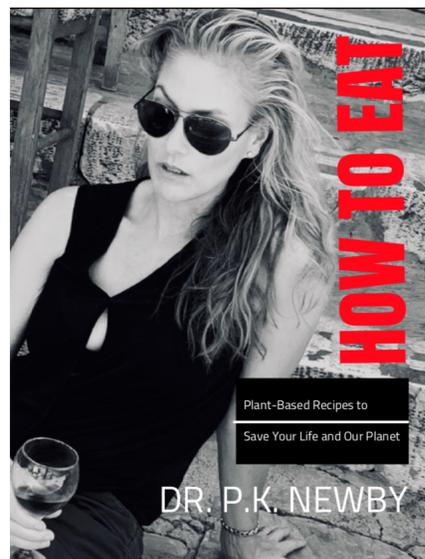
FOR IMMEDIATE RELEASE

Nutrition scientist and author Dr. P.K. Newby launches HOW TO EAT campaign to raise \$50K for Feeding America.

Dr. P.K. Newby publishes free e-book *HOW TO EAT: Plant-Based Recipes to Save Your Life and Our Planet* in a campaign to raise money for Feeding America.

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DOWNLOAD E-BOOK & DONATE: <http://bit.ly/eatthekway/>



BOSTON, MA - Dr. P.K. Newby ("The Nutrition Doctor") loves food, knows nutrition, and wants to help all people eat better and stay healthier, especially during this pandemic. She wrote a free cookbook *How to Eat: Plant-Based Recipes to Save Your Life and Our Planet* and linked it with Feeding America, the nation's largest hunger relief organization. Her mission: Raise \$50K to "Feed Your Neighbors."

Cooking has increased during the COVID-19 crisis, and, during a time when we all need comfort, knowing how to cook it is crucial. Old-school processed foods are making a comeback—alongside pizza and ice cream—and packing on the salt, fat, and calories. "I get it!" says nutrition scientist and author Dr. P.K. Newby. "But if this is the 'new normal,' we've got to get back to healthy and sustainable eating." She reminds eaters that 80% of chronic diseases like obesity, heart disease, type 2 diabetes, and stroke are preventable through lifestyle, and consuming a plant-based diet is the key. It's better for the planet, too. And a healthier planet equals healthier humans.

Newby grew up baking, gardening, and cooking as a kid and worked in restaurants for a decade. Her passion for food drives her eating philosophy. She calls it Healthy Hedonism™, and it's plant-powered, pleasure-centered, and science-based. And as a former Associate Professor on the faculties of Tufts, Boston University, and Harvard, Newby knows what she's talking about. *HOW TO EAT* is an inspirational cookbook by a leading expert in diet, disease prevention, and sustainable eating.

But knowing what to eat and how to cook it is only part of the battle. Many are struggling to get enough food and hunger remains a major problem in the US. More than 1 in 9 Americans faces hunger daily—1 in 7 children—and that number is higher in communities of color. Food insecurity is rising as people lose jobs and income during the coronavirus pandemic. P.K. Newby wrote *HOW TO EAT*, to help people make healthier, greener meals—and give them the opportunity to help others put food on their table.

Food insecurity and hunger are rapidly increasing due to the coronavirus pandemic:

- **Feeding America estimates a \$1.4 billion shortage in the next six months.** They currently serve 40 million people annually through their nationwide network of food banks.
- **In the first month of the pandemic, more than 1 in 5 (21.9%) reported food insecurity and increased to nearly 1 in 3 (29.6%) among families who lost work or income,** according to a report release from Urban Institute.
- **Between 9.1 and 17.9 million additional Americans—and up to 1 in 4 children—will face hunger as unemployment rises,** according to research conducted by Feeding America.

ABOUT DR. P.K. NEWBY

P.K. Newby, ScD, MPH, MS, is a scientist, author, and entrepreneur with decades of experience researching and educating people about why what we eat matters, from farm to fork. In 2012, she started her own company to bring science to today's critical food and nutrition conversations and challenges. She was one of the "best undiscovered cooks" on ABC's *The Taste* where she showcased plant-based, globally-inspired cuisine rooted in her unique Healthy Hedonism™ philosophy. Her latest book is *Food and Nutrition: What Everyone Needs to Know*. More at pknewby.com.

ABOUT FEEDING AMERICA

Feeding America® is the largest hunger-relief organization in the United States. Through a network of 200 food banks and 60,000 food pantries and meal programs, this nonprofit organization provide meals to more than 40 million people each year. Feeding America also supports programs that prevent food waste and improve food security among the people it serves; educates the public about the problem of hunger; and advocates for legislation that protects people from going hungry. More at feedingamerica.org.