

## Press Release

### **CANADIAN HEALTHCARE PROFESSIONALS COME TOGETHER TO REVEAL BENEFITS OF PLANT-BASED DIET AT VIRTUAL CONFERENCE**

Internationally Acclaimed Speaker and Writer, Brenda Davis, RD Kicks Off Keynote Address at the 2021 Canadian Plant-Based Nutrition Conference (CPBNC)

For Immediate Release

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**Virtual Conference, May 29-30th 2021** – Canadian healthcare professionals are taking part in a two-day virtual conference that will highlight the benefits of a whole food plant-based diet. The event includes a keynote presentation from Brenda Davis, RD., eight talks with live Q&A, a cooking demonstration with a Registered Dietician, and a panel discussion focused on health in the time of COVID-19. The conference aims to educate both health professionals, and members of the public with evidence-based and peer-reviewed literature in plant-based nutrition.

*“Poor diet is a leading cause of our epidemic of chronic disease, leading to premature death and disability. Our planetary health is similarly in crisis. Our current food systems are destructive and unsustainable. Moving to a whole food plant predominant diet is urgent and imperative for our individual and planetary health. Unfortunately education in these issues is lacking,”* states conference organizers Dr. Zahra Kassam and Michelle Fedele, RD.

Plant-Based Canada who organizes this event, with the support of Plant Based Partner Canada aims to fill this knowledge gap by providing trustworthy and evidence-based education for the public and healthcare professionals.

At this year's conference a special panel discussion and live Q&A is taking place on the topic of health in the time of COVID-19. Members of the public and healthcare professionals have an opportunity to hear from professionals and ask questions on this important topic.

The Canadian Plant-Based Nutrition Conference (CPBNC) takes place from May 29-30 and is going virtual this year. Tickets are \$75 for both days and include a live Q&A with all speakers. Tickets can be purchased at <https://www.eventbrite.ca/e/2nd-canadian-plant-based-nutrition-conference-tickets-92599398293>

To learn more, please visit [www.plantbasedcanada.org](http://www.plantbasedcanada.org)

#### About Plant-Based Canada ([www.plantbasedcanada.org](http://www.plantbasedcanada.org))

Plant-Based Canada is a non-profit organization dedicated to the well-being of humans, the environment and all its life forms. We aim to educate the public and health professionals on the evidence-based benefits of plant-based whole food nutrition for individual and planetary health.

#### About Plant Based Partner Canada (<https://pbpcanada.ca>)

Plant Based Partner Canada is a network of partners, joined together by our love for the plant-based cause, our high level of skills, and our willingness to partner with organizations, businesses, and individuals to meet their needs and close the gaps that hinder achievement and reach.

#### About Dr. Zahra Kassam

Dr. Zahra Kassam is a radiation oncologist at the Stronach Regional Cancer Centre in Newmarket, Ontario, and an assistant professor in the Department of Radiation Oncology at the University of Toronto. Her areas of clinical practice are in gastrointestinal and breast cancers. A few years ago, she discovered the significant body of evidence demonstrating the benefits of nutrition in the prevention and treatment of chronic diseases, not taught at any stage of her medical training. In 2019, she co-founded Plant-Based Canada.

#### About Michelle Fedele, RD.

Michelle Fedele is a Registered Dietitian. She graduated from Ryerson University with Bachelor of Science in Human Nutrition, then completed her dietetic internship at University Health Network in Toronto. Michelle is currently completing her Masters of Science specializing in Health care leadership. She has worked at the Stronach Regional Cancer Centre in Newmarket, Ontario since 2010. Her clinical focus is in the importance of the role that nutrition holds throughout the cancer trajectory. She sits on several provincial oncology committees with Cancer Care Ontario. She has co-founded Plant-Based Canada.

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# Canadian Plant-Based Nutrition Conference

KEYNOTE SPEAKER

*Brenda Davis, RD*



WHEN

*May 29 - 30, 2021*

WHERE

*Virtual Event*