



## **National Celiac Awareness Measure Garner Unprecedented Support Industry, Consumers and Policy Makers Back Legislation**

*The American Celiac Disease Alliance (ACDA) announces unprecedented support for bill by Rep. Nita Lowey recognizing May as National Celiac Disease Awareness Month. The measure also emphasizes the important role dietitians play in helping celiac patients, and urges more funding for celiac research. Major medical groups, pharmaceutical companies, food manufacturers and patient support groups have endorsed the bill.*

Alexandria, VA, May 17, 2008 --(PR.com)-- The American Celiac Disease Alliance (ACDA), the unified voice for the most common genetic disorder in the world, today announced unprecedented support for legislation recognizing May as National Celiac Disease Awareness Month. The measure also emphasizes the important role dietitians play in helping celiac patients, and urges more funding for celiac research.

The American College of Gastroenterology, American Gastroenterology Association, American Dietetic Association, and American Osteopathic Association, along with pharmaceutical companies, food manufacturers, and patient support groups have all endorsed the bill. (Complete list provided below).

Celiac disease affects at least one percent of the population, or roughly 3 million Americans, about 97% remain undiagnosed. While classified as a digestive disease, it actually is a multi-system, multi-symptom disorder that affects adults as well as children. Left untreated, celiac disease leads to other serious conditions including osteoporosis, infertility and cancer.

A recent report of the National Commission on Digestive Diseases noted that physicians in the U.S. don't understand that celiac disease is the most common genetic disorder in the world and aren't trained to look for it in patients. There is no cure for celiac disease. The only treatment for this chronic auto-immune disease remains strict adherence to a life-long gluten-free diet.

“Passing H.Con.Res.70 will help raise awareness among the medical profession and the general public,” said Representative Nita Lowey, the bill's sponsor. “Millions of Americans have suffered for years with little understanding from the medical community or lawmakers. We are years behind European countries in dealing with celiac disease. Now is our chance to take a huge step forward.”

Food manufacturers see both the need for and the potential of catering to those with celiac disease. General Mills recently removed barley malt from its 'Rice Chex' cereal to create a safe gluten-free product. The Wall Street Journal estimates revenues for gluten free products will exceed \$1.7 billion by 2010.

For additional information on the ACDA please visit: <http://www.americanceeliac.org>

About the ACDA



The American Celiac Disease Alliance (ACDA) was established in March 2003 to provide leadership on policy issues affecting the lives of individuals with celiac disease, an inherited autoimmune disorder affecting children and adults. The non-profit organization is recognized internationally for its role in advocating on behalf of all segments of the celiac community.

Supporters of H.Con.Res. 70 include:

123 Glutenfree  
Alba Therapeutics Corporation  
Aline Medical  
Allergy Grocer  
Alvine Pharmaceuticals  
Amazing Grains LLC  
American Celiac Disease Alliance  
American College of Gastroenterology  
American Dietetic Association  
American Gastroenterology Association  
American Osteopathic Association  
Andean Dream  
Arico Foods  
Authentic Foods  
Bakery on Main  
Bard's Beer  
Barry Rosenthal Studio  
Bob & Ruth's Gluten-Free Dining & Travel Club  
Brookfarm  
Cali Fine Foods  
Candle Café  
Candle 79  
Case Nutritional Consulting  
Celiac Disease Center at Columbia University  
Celiac Disease Foundation  
Center for Celiac Research, University of Maryland  
Cerrone Cone, Inc.  
Collins Trucking  
Emerson's Restaurant  
Endangered Species Chocolate Company  
Ener-G Foods, Inc.  
Enjoy Life Brands™  
Farm Pure Foods  
Foods by George  
French Meadow Bakery  
Gifts of Nature



GlutenEvolution  
Gluten Free Cooking Spree  
Glutenfreeda Foods  
Gluten Free Gourmet Solutions LLC  
Gluten-Free Living  
Gluten Free Mama  
GlutenFree Passport®  
Gluten Intolerance Group  
Glutino Foods  
Great Northern Growers Cooperative  
Green's Beer  
honestly speaking  
Island Ice Cream and More  
Jackson & Wheeler Restaurant  
KC Medical Management  
Kimball Genetics  
La Tortilla Company  
Lettuce in Love, Inc  
LilliandLoo  
Living Without  
Miguel's Products  
Namaste Foods  
Nana's Cookie Company  
National Sorghum Producers  
Nature's Chemistry LLC  
Nearly Normal Cooking  
Nielsen-Massey Vanillas  
North American Society for Pediatric Gastroenterology, Hepatology and Nutrition (NASPGHAN)  
Pamela's Products  
Prometheus Laboratories, Inc.  
Rafferty's Restaurant  
Risoterra Restaurant and Bakery  
San-J International, Inc.  
Savory Palate  
Shire Pharmaceuticals  
Silly-yak Shirts  
Stonyfield Farm  
Sylvan Border Farms  
Tricia Thompson, MS, RD  
Tutoriso Ristorante e Cafe  
University of Chicago Celiac Disease Center  
Vivi's Original Sauce  
Westchester Celiac Sprue Support Group



Wm. K. Warren Medical Research Center for Celiac Disease

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