



## It's Your Business

with  
JANE MULLER

### Innovative companies come up with gimmicks

Last week it was two cans of tuna and on Monday morning it was a stuffed white teddy bear that had landed on my desk. Three weeks ago there was a can of beans and in recent memory, a bunch of tiny life-like black plastic spiders landed on the same desk top.

To what do I owe these gifts? The imaginations of public relations and sales personnel of various concerns are responsible. It's their job to get my attention and more important to get the name of their employer published in the newspaper.

There's no doubt that a press release, accompanied by some gimmick (otherwise known as a gift) will be read. It is with greater guilt than in the case of less gratuitous information packages, that the release falls into the fine paper recycling bin. It doesn't matter how elaborate the enticement is, if there appears to be no "local angle", the message will not appear in the newspaper.

In determining newsworthiness, charity usually strikes a chord. Such was the case with the white bear enticement. The "Nicki Bear" on my desk was sent by Consumers Distributing along with a press release stating the company had contributed more than \$167,000 to Miracle Network Hospitals in Canada. For each bear sold, Consumers gave \$1 to the charity. Miltonians who bought bears of course contributed and Milton has a Consumers Distributing store; thus satisfying the "local angle".

As for the tuna from Ocean Fisheries Ltd., I could bank on the fact some people in town eat tuna. It can also be assumed many are concerned about the unnecessary killing of dolphins which occurs in some methods of netting tuna. Ocean Fisheries Ltd. wanted us to know that dolphins or other marine mammals aren't sacrificed for the tuna this Vancouver-based company cans.

The spiders gave me a start when they poured out of their envelope but didn't score any points for the Mississauga mall that was promoting its bug show featuring once-alive spiders and such from the Royal Ontario Museum. I mean it was a great gimmick and my friend's sons loved the spiders but there was no local angle.

The can of beans on the other hand was not needed to encourage this newspaper to lend some ink to the cause it promoted. It was actually one of many cans of beans delivered to local businesses with an invitation to Milton District Hospital Foundation's Blazing Saddles Beef and Beans Barbecue on Saturday, June 16. The company that supplied the beans knows the value of public relations. H. J. Heinz Co. got some publicity and represented itself as a community booster.

There are times when the appearance of an elaborate press kit on my desk brings my blood to the boiling point. Such waste! Sometimes I'm impressed with the ingenuity behind the spiders, tuna, bears etc. But rest assured that I cannot be bought.

The bear, by the way (although I hate to part with him), will find a home through the Jaycees' Christmas toy drive.

## Business other than usual



The recent carnival night at Mohawk Raceway ran up a total of \$3,671 for Milton District Hospital Foundation. From left, Bob Lee and Doug Elliot of the Foundation board were in the winner's circle to accept the cheque from Wipe Em (the horse), Philip Coole, trainer and Bruce Murray of the Campbellville raceway.



Remax Miltowne Realty opened its office at the corner of Main and Ontario streets 10 years ago and owner Gary Thomas held a party to celebrate. With Mr. Thomas are secretaries Isobel MacLean (left) and Wendy Oleszkowicz. At right is the happy crew at Tim Horton's Donuts on Ontario Street. Mayor Krantz dropped in recently during a one-day fundraiser for a Horton's summer camp in Nova Scotia. Proceeds from coffee sales supported the camp. From left are Diane Thornborrow, Joe Romao (owner), Tina English, Mr. Krantz and Mavis Quinton.



## Before you start another diet...

**E**xcess weight and obesity hamper quality of life for more than 80 million American men, women and children. Never before have the subjects of diet and weight control received so much attention and media exposure. And never before has the dieting public been faced with such a bewildering array of alternative methods to reduce body weight.

The fact is, this major health problem has spawned a major business opportunity, and hundreds of diet companies have rushed in to take advantage of it. Formal weight-control programs, hospitals, individual practitioners, diet books, fads, pills, powders and gimmicks are being aggressively marketed—each claiming to be the ultimate solution.

During the past 20 years, Diet Center has helped more than 4 million individuals lose weight. Even more important, we've taught them how to keep it off. Our Life Management Program™ was founded in 1970 by Sybil Ferguson and has since evolved into what we believe to be the most comprehensive and effective weight-control program in existence.

### WHERE WE STAND ON WEIGHT CONTROL

#### Quick fixes don't work.

There is no miracle cure to the problem of excess weight. Radical medical procedures, reliance on prepackaged foods or liquid formulas, pills, hypnosis or anything else which reduces the need for personal commitment presents only a short-term solution.

#### Anything that removes responsibility from the individual undermines success.

While there is no permanent cure for obesity, individuals can learn the techniques of personal, lifelong weight management. Individual commitment to acquire necessary knowledge, change eating habits and increase physical activity is the only permanent solution.

#### Sound nutrition is more important than counting calories.

A nutritionally balanced diet, including a variety of wholesome natural foods—high in fiber and low in fat, refined sugar and salt—not only results in weight reduction but numerous other health benefits as well. Weight can be lost and maintained without depriving the body of essential nutrients.

#### Losing weight is easier than maintaining weight.

There are hundreds of ways to lose weight. Unfortunately, once the latest diet has come and gone, excess weight soon returns. From the beginning, a truly effective program will focus on long-term weight maintenance, not on just weight loss.

#### The decision to lose weight should not be taken lightly.

Before starting any weight-reduction program, individuals should consult their personal physician. Especially in cases of pre-existing health conditions or if the individual is 50 pounds or more overweight, a comprehensive physical examination should precede dieting for weight loss. The physician should also review and approve the intended diet before it is begun. Through the term of weight loss, periodic interaction with and examination by the dieter's physician is also very important.

#### Losing weight and learning to keep it off is worth the time and effort.

In addition to the social and psychological pressure associated with excess weight, there are also major health risks which are increased with each excess pound of body fat. High blood cholesterol, hypertension, heart disease, diabetes, muscular and skeletal stress, respiratory disorders and even some forms of cancer are affected by diet and excess body weight. The National

Institutes of Health Consensus Panel on Obesity concluded that even 10 pounds of excess weight can have a negative impact on your health. A study authored by Theodore B. VanItallie et al., published in the March 29, 1990, edition of the *New England Journal of Medicine* revealed, among other alarming correlations of obesity with disease, that even women mildly to moderately overweight had a risk of coronary disease 80 percent higher than their lean counterparts.

#### Effective, affordable weight-control services should be available to everyone.

Individual support, direction and motivation increases likelihood of successful weight loss and maintenance. We have found frequent, private interaction with someone who has personally overcome a weight problem to be most effective.

As peer counselors, we at Diet Center administer a sensible weight-control program which is continually reviewed by medical and dietetic professionals. Diet Center counselors are not typically health professionals, nor do they represent themselves to be. Any questions which may arise which fall outside program administrative guidelines are referred to the appropriate health professionals. As a result of this approach, the Diet Center Program provides a nutritionally balanced diet, individual motivation, physician involvement and direction in the necessary disciplines for long-term weight control in a format that is accessible and affordable to a wide range of consumers.

**Diet** DIET CENTER  
**Center**®

The weight-loss professionals.®

**876-2221**

**18 Martin St., Milton**