

# MyHealthGate, Inc. Joins with LiveActive Chewy Granola Bars to Raise Digestive Health Awareness

## Innovative Health Website Helps Reach Health-Conscious Consumers

FALLS CHURCH, Va., Oct. 16 (SEND2PRESS NEWSWIRE) – Between 60 and 70 million Americans experience some sort of digestive health issue (\*see reference, below). The issue may be that Americans haven't "digested" the ways in which prebiotics and probiotics could benefit them. For this reason, MyHealthGate, Inc. is helping to raise awareness for prebiotics and probiotics by working with a truly innovative product – LiveActive Chewy Granola Bars from Kraft, the first nationally available non-refrigerated snack bar that contains a live probiotic culture and fiber. The bars come in three great-tasting flavors: Blueberry Almond, Chocolate Raspberry and Peanut Butter.



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"We were excited to work with LiveActive to help raise awareness for digestive health," says Hooman Abrishami, President of MyHealthGate, Inc. "Our site members and visitors are keenly interested in nutritious foods, and probiotics are a hot new offering."

As part of a special limited time offer, free samples of LiveActive Chewy

Granola Bars will be sent to new MyHealthGate.com site members, courtesy of Kraft.

New LiveActive Chewy Granola Bars are a delicious new way to help promote digestive health. Like many familiar foods – including some breakfast cereals and yogurt – LiveActive Chewy Granola Bars contain a live probiotic culture. Probiotics are live cultures that exist naturally in the digestive system and are useful for healthy digestive functions. Plus, with chewy granola, delicious fruits and nuts and even chocolate flavor, these snacks are a tasty way to help promote digestive health while on the go.

MyHealthGate is a web community where people with wellness-related interests can share their experiences and learn from each other. It was founded on the belief that our everyday choices, such as the food we eat and the activities we engage in, have a profound effect on our health and well being. The founders of MyHealthGate believe that by making adjustments to our lifestyle, we are able to optimize our well being. MyHealthGate provides an open and flexible environment so users can express themselves freely, post original content, and communicate with each other.

More information: [www.myhealthgate.com](http://www.myhealthgate.com).

(\*REF: Adams PF, Hendershot GE, Marano MA. Current estimates from the National Health Interview Survey, 1996. National Center for Health Statistics. Vital Health Stat. 1999;10(200).)

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MyHealthGate, Inc.