

# CALIFORNIA RAISIN MARKETING BOARD

**FOR IMMEDIATE RELEASE**

**CONTACT:**

Larry Blagg  
California Raisin Marketing Board  
(559) 248-0287  
larry@raisins.org

**HEALTHY HEARTS LOVE CALIFORNIA RAISINS!**  
California Raisin Marketing Board supports American Heart Month

**FRESNO, Calif., February 4th, 2014** – Support American Heart Month this February and all year long. How? Eat this small but mighty dried fruit. “For a healthier heart, eat raisins daily,” says Larry Blagg, Senior Vice President of Marketing at the California Raisin Marketing Board. “Cardiovascular disease is affected by various factors; however, recent research studies suggest that eating raisins may lower blood pressure, which is known to reduce the risk of heart disease,” says Blagg.

Research studies<sup>1</sup> conclude eating raisins 3 times a day may significantly lower blood pressure. So be good to yourself. Eat California Raisins right out of the package, in a trail mix, in a new recipe, or carry them to enjoy on your morning walk or fuel up with them after exercising. Any way you eat raisins, and there are many, know that California Raisins are the Wise Choice for a healthy heart.

For more information about California Raisins and recipe ideas, visit [www.LoveYourRaisins.com](http://www.LoveYourRaisins.com).

**About the California Raisin Marketing Board**

A State Marketing Order in 1998 created the 100% grower-funded California Raisin Marketing Board. Its mission is to support and promote the increased use of California-grown raisins and sponsor crop production, nutrition and market research. For more information about the California Raisin Marketing Board and to browse delicious recipes, visit [www.LoveYourRaisins.com](http://www.LoveYourRaisins.com).

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<sup>1</sup> [http://ac.els-cdn.com/S0735109712617227/1-s2.0-S0735109712617227-main.pdf?\\_tid=97e674d2-8aac-11e3-bfd9-00000aab0f6c&acdnat=1391196144\\_d77ea925223962f36bf74d8cb9158a1e](http://ac.els-cdn.com/S0735109712617227/1-s2.0-S0735109712617227-main.pdf?_tid=97e674d2-8aac-11e3-bfd9-00000aab0f6c&acdnat=1391196144_d77ea925223962f36bf74d8cb9158a1e)

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