

Cooking Contest



Win A Trip To Hawaii

(NAPSA)—As part of a new recipe contest, world-renowned chef B. Smith is challenging Americans to cook their way to lower cholesterol—and possibly win a trip to Hawaii.



Chef B. Smith likes to focus on heart-healthy meals.

The Take Control® Heart-Healthy Recipe Challenge asks consumers to transform their favorite recipes into cholesterol-lowering feasts. Recipes will be judged on heart-healthiness, taste, appearance, originality, use of Take Control Spread (either Regular or Light) and convenience/simplicity. For contest rules, logon to www.takecontrol.com. The grand prize winner will receive a four-day trip for two to Hawaii, the Islands of Aloha.

The contest is named for Take Control, a heart-healthy spread clinically proven to lower cholesterol, which can be used in cooking, baking and frying. For each recipe entered, Take Control will make a \$20 donation—up to \$10,000 total—to the American Heart Association.

Take Control Spread has been proven in more than 30 clinical studies to reduce LDL or “bad” cholesterol by 10 percent. Moreover, an independent study showed that individuals who consumed Take Control and also changed to a heart-healthy diet lowered their LDL cholesterol 17 percent.

“Eating healthy is very important to me, and I have always been interested in finding ways to cook healthy meals that taste great,” says Smith. “This contest is a great way to encourage Americans to keep an eye on their cholesterol levels and reduce the risk of heart disease.”

To enter the contest, recipes should be submitted by mail to Take Control Recipe Challenge, c/o M Booth & Associates, P.O. Box 1945, New York, NY 10156-1945, online at www.takecontrol.com or via e-mail at recipe@takecontrol.com. Entries must be received by September 20, 2002.



Take Control® lowers cholesterol levels and may reduce the risk of heart disease, as part of a diet low in saturated fat and cholesterol. At least 0.65 g natural soybean extract (plant sterol esters) should be eaten twice a day. Take Control® provides 1.7 g plant sterol esters per serving. Take Control® is not a low-fat food.