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## **Seafood Nutrition Partnership Teams With NutriSavings to Incentivize Healthy Eating**

*Pioneering Model Offers Monetary Points to Reward Seafood Consumption*

ARLINGTON, VA – Amid an ongoing epidemic of heart disease and other preventable illnesses in the United States, the public health sector has long struggled to find ways to promote and incentivize healthy diets. In response, the nonprofit Seafood Nutrition Partnership has announced its partnership with a unique online platform that drives healthier eating through the encouragement of seafood consumption: NutriSavings.

NutriSavings works with health insurers and employers to motivate wellness in the workplace, specifically through healthy grocery shopping. Depending on an employer's incentives, employees can earn cash-back rewards for purchasing healthy food products at participating supermarket retailers, while evaluating their shopping behavior with a robust scoring system that ranks the nutritional quality of food items. Seafood Nutrition Partnership is providing NutriSavings with information about the health benefits of seafood and tips to help consumers identify a variety of fish and shellfish options at the grocery store, in order to inspire healthier choices and nutrition understanding surrounding seafood.

This program is the latest in a series of initiatives from Seafood Nutrition Partnership, including public awareness campaigns and the Heart Healthy Pledge, designed to help address America's public health crisis. In the US, 70% of deaths are from preventable diseases, with heart disease being the number one cause of death. While USDA dietary guidelines recommend eating seafood twice a week for optimal health and reducing the risk of dying from heart disease by 36%, only 20% of Americans follow this recommendation.

By collaborating with NutriSavings' program that offers rewards for healthy seafood purchases, the Seafood Nutrition Partnership hopes to remind consumers not only about the essential heart and brain health benefits of seafood, but about how healthier eating helps families economically in the long run.

"When people are healthy, everyone—families, employers, health insurers, tax payers—saves money," said Linda Cornish, executive director of Seafood Nutrition Partnership. "For many consumers, simply knowing the health benefits of eating seafood may not be enough of an incentive to incorporate it into their diets. With NutriSavings, they can enjoy a financial return and invest in their long-term health and wellness at the same time."

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### **About Seafood Nutrition Partnership**

Seafood Nutrition Partnership is a 501(c)(3) nonprofit whose mission is to inspire a healthier America through partnerships that raise awareness about the essential nutritional benefits of eating seafood. Through its education efforts, the organization aims to help Americans gain the skills to select, order and prepare fish and shellfish, and to inspire a healthier America by promoting a nutrient-rich diet that includes seafood. SNP is a member of the Clinton Global Initiative and the NCD Roundtable. For more information, visit [SeafoodNutrition.org](http://SeafoodNutrition.org).

### **About NutriSavings**

NutriSavings is an online ecosystem where employers, health plans, food and beverage companies, and produce growers join forces to educate the American workforce and their families on proper nutrition, while helping to reduce the enormous costs associated with obesity and chronic illnesses. The NutriSavings program is the first measurable nutrition benefit solution that is designed to change shopping behavior and incentivize healthy food purchases by rewarding members for their healthy purchases. For more information, please contact [info@nutrisavings.com](mailto:info@nutrisavings.com), or visit [www.nutrisavings.com](http://www.nutrisavings.com).