



News Release

United Dairymen of Idaho

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Get the Curves You Want

Boise, Idaho - Bathing suit season is just around the corner. What better time to think about getting the curves you want in time for summer fun. More than 1,600 American women reveal their motivators and goals for summer weight loss, with most intriguing finds showing that moms have more anxiety and stress over trying on a bathing suit (52 percent) than having dental work done (42 percent). Research indicates that eating 3-A-Day of Dairy – 3 servings of milk, cheese or yogurt every day – as part of a reduced-calorie diet, can help burn more fat and give better results when it comes to trimming the waistline than just cutting calories aloneⁱ.

To help women reach their goals, United Dairymen of Idaho is teaming up with local Curves® locations to promote exercise and diet in a healthy lifestyle. Women can receive a two-week free membership at participating Curves® locations when they bring in two milk jug caps. Women who sign up for a year membership will be entered in a drawing to receive a second year free and a drawing will be held during June for a year's supply of dairy products.

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“Dairy is ideal for people trying to lose weight because it’s great-tasting, satisfying and provides calcium, protein and other essential nutrients you need to burn more fat,” says Kristin Ritzenthaler, PhD., and Nutrition Consultant for Idaho Council. “And, the new USDA Dietary Guidelines recommend 3 servings a day of fat free or lowfat dairy for overall better health.” Dr. Ritzenthaler will present information on healthy eating, including the latest research on how including dairy in the diet can aid in weight loss at participating Curves® locations.

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¹ Zemel MB, et al. Dietary calcium and dairy products accelerate weight and fat loss during energy restriction in obese adults. *Obesity Research*, 2004; 12 (4): 582-590

United Dairymen of Idaho (UDI) is the local planning and management organization responsible for increasing demand for U.S. produced dairy products on behalf of Idaho’s dairy farm families.