AstraZeneca and Food University™ Team Up for Healthy Eating

New Partnership Kicks Off During National Nutrition Month, Bringing Simple, Low-Cholesterol Recipes Directly to Your Kitchen

Wilmington, DE (PRWEB) March 15, 2011 -- AstraZeneca (NYSE:AZN) today announced the launch of a partnership with Food University™ — a culinary education and entertainment platform — to educate people about the importance of maintaining a healthy diet as one way to help manage cholesterol. In support of its cholesterol-lowering medication CRESTOR® (rosuvastatin calcium), the AstraZeneca partnership with Food University aims to empower people to take control of their health by showing how even small changes, like incorporating more low-cholesterol foods into their diet, can make a big difference. (1,2)

According to the American Heart Association, only 17 percent of Americans aged 60 years or older consume a good-quality diet. (3) March is National Nutrition Month, a time to raise awareness of this important issue. AstraZeneca hopes the information and tools provided through the Food University partnership will help people learn how to integrate healthy eating and cooking habits into their everyday routines.

“People are aware that they should maintain a healthier diet in order to better manage their cholesterol, but sometimes they could use a little help to get started,” says Philip de Vane, M.D., executive director of clinical development for CRESTOR. “AstraZeneca is committed to improving patient health. Beyond delivering innovative, meaningful medicines, we develop educational programs and tools designed to help patients better manage their disease. We are proud to partner with Food University in support of CRESTOR to encourage healthy eating as part of living a healthier lifestyle to help lower cholesterol.”

To encourage healthier cooking at home, the partnership will include a video series in which Food University chef personalities Sara Moulton and Curtis Aikens will provide cooking demonstrations and offer simple tips and recipes for making healthy, well-balanced meals. In addition to step-by-step cooking videos, a variety of recipes that fit within a low-saturated-fat, low-cholesterol diet will be available at CRESTOR.com and MyFoodU.com.

“The goal of this partnership is to help Americans understand how to prepare food in a healthier way, all while enhancing their culinary IQs,” says Rich Gore, managing director of Food U Properties, LLC. “Cooking at home should never just be routine; it should be fun. Our simple recipes and videos demonstrate how to make meals with nutritious ingredients that taste good and are good for you.”

When it comes to your diet, making the right choices now can help you steer your cholesterol in the right direction. For some patients, however, a healthy diet and exercise may not be enough to achieve their target cholesterol goal. (4)

When diet and exercise alone are not enough, a physician may recommend adding a cholesterol-lowering medication such as CRESTOR to help lower high cholesterol. CRESTOR effectively lowers LDL-C (bad cholesterol), raises HDL-C (good cholesterol), and is also prescribed to slow the progression of atherosclerosis (the buildup of plaque in the arteries over time) in adult patients as part of a treatment plan to lower cholesterol to goal. (5)

For more information about CRESTOR and to view the healthy cooking demonstration videos as well as a meal
planner, visit CRESTOR.com.

Visit MyFoodU.com to learn more about Food University and for additional healthy eating tips and recipes.

Notes to Editors:

About CRESTOR® (rosuvastatin calcium) Tablets

When diet and exercise alone aren't enough, adding CRESTOR can help.

In adults, CRESTOR is prescribed along with diet to lower high cholesterol, and to slow the buildup of plaque in arteries as part of a treatment plan to lower cholesterol to goal.

CRESTOR is also prescribed to reduce the risk of heart attack and stroke in people without known heart disease, but at increased risk based on age (men 50 years and older, women 60 years and older), elevated blood levels of hsCRP (which is a sign of inflammation that can be associated with increased risk of cardiovascular events), plus at least one additional risk factor (such as high blood pressure, low HDL "good" cholesterol, smoking, or family history of early heart disease).

Important Safety Information about CRESTOR® (rosuvastatin calcium) Tablets

CRESTOR is not right for everyone, including anyone who has previously had an allergic reaction to CRESTOR, anyone with liver problems, or women who are nursing, pregnant, or who may become pregnant. Your doctor should do blood tests before and during treatment with CRESTOR to monitor your liver function. Unexplained muscle pain or weakness could be a sign of a rare but serious side effect and should be reported to your doctor right away. Elevated blood sugar levels have been reported with statins, including CRESTOR. Be sure to tell your doctor if you are taking any medications. The most common side effects are headache, muscle aches, abdominal pain, weakness, and nausea.

Please read the full Prescribing Information.

If you have any questions concerning CRESTOR, please visit CRESTOR.com or contact AstraZeneca at 1-800-CRESTOR.

About AstraZeneca

AstraZeneca is a global, innovation-driven biopharmaceutical business with a primary focus on the discovery, development and commercialization of prescription medicines for gastrointestinal, cardiovascular, neuroscience, respiratory and inflammation, oncology and infectious disease. AstraZeneca operates in over 100 countries and its innovative medicines are used by millions of patients worldwide.

For more information about AstraZeneca in the U.S. or our AZ&Me™ Prescription Savings programs, please visit: http://www.astrazeneca-us.com or call 1-800-AZandMe (292-6363).

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About Food U Properties, LLC

Food U Properties, LLC, producers and owners of the Food University™ brand, is headquartered in New City, NY and specializes in the production of original culinary entertainment which is made available through live events, television and radio programming, web content, publishing, and merchandising.

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5 - Prescribing Information for CRESTOR. AstraZeneca Pharmaceuticals LP, Wilmington, DE.

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