

April 1, 2010

New Jersey State Senator Stephen Sweeney
935 Kings Highway, Suite 400
West Deptford, NJ 08086

Dear Senate Majority Leader Sweeney,

My name is Emmanuel X. Enderlein, founder of the Fiber For Wellness Inc. (FFW) public charity in Cherry Hill, NJ, and I have a bold but true statement regarding health care: **We can drastically reduce obesity and 95% of all non-infectious diseases if we educate young people while they're students in middle and high school about the benefits of consuming 25 to 35 grams of insoluble fiber per day, every day.** This is a factual statement by Drs. Trowell and Burkitt, considered the "Dr. Salks" of fiber.

Senator Sweeney, I applaud your sponsorship of New Jersey Bill S-2211, signed into law last year by Governor Corzine. Just as you believe the new financial literacy pilot program for NJ high school seniors will prove the need for a permanent curriculum state-wide, I believe the same would be true for a pilot program teaching nutritional literacy. Your support of the FFW educational program in NJ would be a gift of preventive health to our younger residents.

The simplicity of the FFW program is that it utilizes existing school teachers and provides instruction during normally scheduled class activities for students. Even more appealing, the FFW educational program costs a one-time fee of only \$20 per student – a lifetime of nutritional enlightenment packed into an 87-page, spiral bound textbook!

Similar to your goal of proactive financial health, the FFW program offers the same approach for middle and high school students, only the focus is on physical health through a daily diet that includes insoluble fiber. Knowing how much you champion education that gives our NJ youth the power to make smart choices that will improve their quality of life, I think you'll find the FFW program an excellent candidate as a preventive health literacy program that will save future medical expense dollars.

I've included two copies of my textbook, *An Apple a Day...Mom Was Only Half Right*, so you can read for yourself how it promotes proactive wellness, and as a result, can help lower health care costs in NJ. Also, if you'd like me to send copies of the book to other like-minded NJ legislators, please contact me, and I'd be happy to do so. For more information regarding the FFW public charity, please visit our website at: www.fiberforwellnessinc.com. Although our federal government seems to be challenged in its efforts to provide comprehensive health care reform for all Americans, NJ can be a leader by providing its younger residents with an educational program that will lead them to good, long-term health.

Most sincerely,

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