

FOR IMMEDIATE RELEASE

**Author and New York Times columnist Mark Bittman
to keynote Northwest Kidney Centers'
2013 Breakfast of Hope fundraising event**

Seattle, WA (April 1, 2013): Cooking Channel star and New York Times columnist Mark Bittman will bring his healthy eating tips to Northwest Kidney Centers' 11th annual [Breakfast of Hope](#) on May 14, 2013. The event will raise money for [Northwest Kidney Centers'](#) patient nutrition education, charity care and other services.

The breakfast will be held from 7:30 to 8:45 a.m. at The Westin Seattle, 1900 Fifth Ave. KING 5 News consumer reporter Jesse Jones will serve as master of ceremonies. The breakfast program will focus on nutrition, an important topic because a healthy diet is crucial not only for kidney patients but for healthy people who want to stay that way.

Bittman's newest book will be released April 30. It is titled "VB6: Eat Vegan Before 6:00 to Lose Weight and Restore Your Health ... for Good." His message fits in with that of Northwest Kidney Centers: eating healthy foods and cutting salt saves kidneys.

In the new book, Bittman outlines the reasons that a partially vegan diet can dramatically improve one's health. He advises eating many fruits and vegetables, cutting back on meat and dairy, and cooking as much as possible at home. These habits, he says, lead a person automatically to eat more sensible portions and lose cravings for junk food.

"You can live healthier, not just eat healthier, when you eat with eyes wide open," Bittman says.

There is no charge for the Breakfast of Hope, but attendees are encouraged to donate \$150 per person. For more information and to register visit www.nwkidney.org/breakfast. For questions or if you would like to host a table, contact Wendy Stauff at breakfast@nwkidney.org or 206-720-8585.

About Northwest Kidney Centers: Northwest Kidney Centers keeps people alive with dialysis care, educates the public about kidney health, and collaborates with UW Medicine in the Kidney Research Institute. It is one of

very few community-based nonprofit dialysis providers in the country. Founded in Seattle in 1962, it was the first out-of-hospital dialysis program in the world, and it is still regarded as a leader in the field. Learn more at www.nwkidney.org.

About Mark Bittman: Mark Bittman is one of the country's best-known food writers. His "How to Cook Everything" books, with 1 million copies in print, are a mainstay in many kitchens. Bittman writes for the Opinion section of the New York Times on food policy and cooking and is a columnist for the New York Times magazine. "The Minimalist," his cooking show, can be seen on the Cooking Channel. His books include "Food Matters," "Food Matters Cookbook," "Fish" and "Leafy Greens."

###