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Contact: Ann McDermott

Cal Poly Center for

Obesity Prevention and Education

COPE@calpoly.edu

805-756-0673

Cal Poly Hosts Nutrition Expert and Bestselling Author Brian Wansink on April 2

SAN LUIS OBISPO – Brian Wansink, national bestselling author and recent executive director of the USDA's Center for Nutrition Policy and Promotion, will be speaking at 7 p.m., Thursday, April 2 at the Christopher Cohan Performing Arts Center on the Cal Poly Campus.

The program's title is the same as Wansink's latest book: "Mindless Eating: Why We Eat More Than We Think." The evening will include a question and answer session and a book signing following the presentation.

Nicknamed the "Sherlock Holmes of Food," Brian Wansink is an expert in nutritional science, behavior and food psychology. His research focuses on the issue of how the immediate world around us influences our everyday eating habits. Wansink's works have been published in some of the world's top marketing, medical, and nutritional journals.

Ann McDermott, executive director of Cal Poly's Center for Obesity Prevention and Education (COPE) is looking forward to the event. "Brian Wansink will change the way you think about food," she said. "His lecture offers a creative, fun and insightful take on psychology and marketing practices, and their day-to-day impact on your food selection – even if you think you are immune to influence."

In January 2008, Wansink was honored as one of ABC World News' "Persons of the Week." He currently holds the [John S. Dyson Endowed Chair](#) in the Applied Economics and Management Department at Cornell University, serving as the director of the Cornell Food and Brand Lab.

The event is open to the entire community and tickets can be purchased at the PAC, www.pacslo.org. Prices are \$10 for adults and \$6 for students.

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