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Glenisk Launches iMoo

Calling all Mothers of Organic…What do you stand for?

(Offaly, September 2007) Ireland's leading family-owned organic food company, Glenisk, has announced the launch of iMoo (Irish Mothers of Organic), an interactive online community that offers advice, support and information on parenting the organic way. Created by mothers for mothers, iMoo reflects Glenisk's vision for an Organic Ireland and aims to provoke discussion on our food, how it is produced and the way in which it impacts our health, our communities and the environment. iMoo was officially launched by celebrity mum and organic fan Vivienne Connolly who was joined by her ten month old daughter, Katie.

iMoo topics are not limited to organic but instead cover a broad range of parenting issues. Contributors include internationally renowned US paediatrician Dr William Sears; child psychologist and presenter of RTE's Families in Trouble, David Coleman; nutritionist Siobhán Julian; childbirth expert and author Tracy Donegan; and iMoo's very own Eco Daddy, Ben Whelan from Cultivate. As well as monthly live web chats with the expert panel, the site offers discussion forums allowing visitors to exchange views and information, and also features blogs from mothers.

To mark the launch of iMoo, Glenisk has commissioned a major study into the issues facing Irish mothers today. This comprehensive study, which is being undertaken by research firm, Behaviour and Attitudes, will explore the changing role of mothers in Ireland in a bid to identify what Irish mothers stand for in 2007. Examining concerns such as the environment, climate change, equality, childcare, domestic responsibilities and nutrition, the study aims to provide an insight into present day Irish motherhood. The findings of the research will be published in October.

Explaining the decision to create iMoo, Glenisk's managing director, Vincent Cleary points to the increasing number of Irish consumers choosing organic foods for their families:
"Consumers choose organic food for a number of reasons. In particular, we know that for women, pregnancy and motherhood often trigger a switch to organic as they become more conscious of their own health, their children's health and the importance of protecting the environment. Glenisk is a family business and our family believes that healthy soil grows healthy food to help raise healthy children. With iMoo, we hope to provide a community support system for mothers who want to know more about organic parenting– and for fathers too; we hope that the site will attract its fair share of iDoos as well!"

iMoo is one of a number of initiatives recently unveiled by Glenisk as part of its vision for an Organic Ireland. Best known for their organic yogurt, milk and goat's milk, Glenisk has added new products and flavours to the range including fromage frais, crème fraiche and low fat desserts. The company has also introduced contemporary, new-look (and recyclable) packaging and has announced a number of partnerships and green initiatives formed to promote sustainable living and a healthy planet.

Further information is available at www.glenisk.com/imoo where visitors can sign up to receive a monthly Moosletter.

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For further information, photography, product samples or to arrange an interview with the iMoo panel, please contact:

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Note to Editors:

About Glenisk

Glenisk was established in 1987 by the Cleary family in Killeigh, Co Offaly. Glenisk converted to organic production in 1995 under the leadership of twin brothers Vincent and Brendan Cleary, both of whom combined years of experience gleaned from the European food industry with a recognition of organics' potential in the Irish dairy market. In its first year of organic production, Glenisk produced half a million pots of yogurt. 12 years later, that figure is set to increase more than fifty-fold with the same number of pots now being produced each week. Today, Glenisk is run by six of the Cleary siblings and its workforce will number 50 this year. It continues to operate from Killeigh, where construction of a new €8.5million eco-friendly plant has been completed.

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The iMoo Panel:

Dr.William Sears, Paediatrician
iMoo's resident paediatrician is Dr.William Sears. Dr. Sears or Dr.Bill as his "little patients" call him, is the father of eight children as well as the author of over 30 books on childcare. Dr. Bill is an Associate Clinical Professor of Paediatrics at the University of California, Irvine, School of Medicine. He trained at Harvard Medical School's Children's Hospital in Boston and The Hospital for Sick Children in Toronto - the largest children's hospital in the world, where he served as associate ward chief of the newborn nursery and associate professor of paediatrics. Dr. Bill is a fellow of the American Academy of Paediatrics (AAP) and a fellow of the Royal College of Paediatricians (RCP).

David Coleman, Psychologist
iMoo's child psychologist is David Coleman, a clinical psychologist and presenter of the critically acclaimed 'Families in Trouble' on RTE and author of 'Parenting is Child's Play' (Penguin, 2007). David works with children, teenagers and their families who experience a range of emotional or behavioural difficulties. As well as doing direct therapy, he gives guidance and supervision to others working with children and teenagers. A graduate of University College Dublin, David went on to complete both of his postgraduate degrees there also. David gives lectures and workshops around the country on a wide range of topics such as parenting, bullying, communicating with children and dealing with challenging behaviour. David is also father to three children.

Tracy Donegan, Childbirth Advisor
iMoo's resident childbirth expert, Tracy Donegan will offer invaluable advice on fertility, pregnancy and birth. Tracy is a certified Doula (trained birth companion), Doula Trainer and Hypnotherapist specialising in hypnosis for childbirth and fertility. Passionate about birth and its effects on both mother and newborn, she believes that having a baby should be one of the most natural, dignified and fulfilling experiences life can offer. Originally from Dublin, Tracy spent twelve years in the United States and Asia and established Ireland's first doula service on her return in 2005. The following year, she published her groundbreaking guide to maternity services in Ireland, The Better Birth Book which was recommended by Dr. Michel Odent. Tracy is chairperson of consumer group, Birth Matters and also runs the Irish chapter of International Caesarean Awareness Network. She is also mum to four year old Jack.

Siobhán Julian, Nutritionist
iMoo's resident Nutritionist, Siobhán Julian is passionate about good food and believes that healthy eating transforms lives. A native of Tipperary, Siobhán comes from a farming background. Growing up on a dairy farm, she witnessed her father feed Glenisk yogurt to the calves to promote healthy digestion and prevent stomach complaints. A lifelong interest in nutrition and probiotics was born! Siobhán is a member of the Irish Nutrition & Dietetic Institute (INDI) and served as the institute's president for two years. A graduate of Trinity College, Dublin, Siobhán began her career working with patients in St Vincent's Hospital, Dublin. She then spent several years as a nutritionist in the food industry but returned to her first love, patient care, in 1999. She is now the Dietician Manager at Wexford General Hospital. Siobhan also runs her own nutrition consultation service in Wexford.

Ben Whelan, Director, Cultivate
iMoo's very own Eco Daddy, Ben Whelan is the resident Green Parenting expert. Ben is the director of Cultivate, the exciting living and learning centre that aims to provide solutions to the issues of peak oil and climate change and inspire individuals to explore ways to live in a more sustainable and balanced way. From recycling and composting to kicking all those energy-guzzling habits, Ben has smart, easy-to-integrate ideas to help parents do the green parent thing and make saving the planet fun for kids. Ben is a father of two daughters, Sophia and Zoe. Find out more about Cultivate at www.cultivate.ie.