

Dannon To Support New Documentary on Probiotics

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Los Angeles, USA

The Dannon Company has signed on to become a major sponsor of the soon-to-be produced documentary: 'Probiotics – Micro Warriors of the Digestive Tract.'

David Knight, executive producer stated: "I am extremely pleased that Dannon believes that this is a worthwhile project and is offering its support. Along with Dannon, other major sponsors include, The International Probiotics Association, Jarrow, Lallemand, Danisco, Chr. Hansen and Lifeway.

Miguel Freitas, Dannon's Director of Health Affairs, says "One of Dannon's goals is to educate consumers about the role of Probiotics in maintaining a healthy lifestyle."

'Micro Warriors' is set to be the most comprehensive film ever produced on probiotics. Some topics to be covered include: the Discovery of Probiotics; the science behind it, how Probiotics are produced, and the future of Probiotics. Medical animations throughout the film will accurately depict how probiotics work in the digestive tract as well as highlight current research results and data

"Micro Warriors" will feature several leading Probiotic experts in the world, including Dr. Mary Ellen Sanders, Dr. Eamonn Quigley, President of the World Gastroenterology Organization, and Dr. Martin Floch of Yale University.

Interviews with patients who have experienced significant symptomatic relief after having used probiotics will be featured as well.

The film will also examine the history of probiotics, from their discovery by Russian Nobel Laureate Eli Metchnikoff in the early 20th century, to their use around the world today.

'Micro Warriors' will be released in the fall of 2010 for broadcast and will be available in DVD format as well. "Micro Warriors" is being produced by Health Point Productions in conjunction with award-winning producer Ron Frank. (www.ronfrankproductions.com).

For further information about the film or available sponsorship opportunities, please contact :

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