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## Dr. Patricia Bragg Named Green Patriot Hero of the Month by *Healthy Living* magazine

*President of Bragg Live Foods honored for outstanding organic  
leadership, community outreach, and pioneering health innovation*

LOS ANGELES – *The Doctors' Prescription for Healthy Living* magazine (also known as *Healthy Living*) announced today they have selected Dr. Patricia Bragg as the first Green Patriot Hero of the month for June 2011. Patricia Bragg is the president and CEO of Bragg Live Foods, chairwoman of the Bragg Health Institute, and daughter of the late legendary health crusader Dr. Paul Bragg. Patricia Bragg was selected for her organic leadership, community outreach and pioneering health innovation. *Healthy Living* will feature an article honoring Patricia Bragg in its July issue available from health food retailers nationwide.

“On the eve of the 100<sup>th</sup> anniversary of Bragg Live Foods (in 2012), we can’t think of a more worthy person to honor as Green Patriot Hero than Patricia Bragg,” says David Steinman, the publisher of *Healthy Living* and head of the Green Patriot Working Group. “Patricia has followed in her father Paul Bragg’s footsteps in a way that would have made him extremely proud. She has inspired millions to live long, healthy lives full of energy and joy by teaching The Bragg Healthy Lifestyle, which includes eating healthy organic foods, drinking apple cider vinegar, getting plenty of exercise and sunshine, and positive thinking.”

Because of Patricia’s leadership, the Bragg Health Institute has supported the organic and slow food movement in the U.S. and Australia for many decades. The Institute is headquartered on a 120-acre organic farm near Santa Barbara, California with 300 organic fruit trees and 600 organic rose bushes. The farm is entirely free of pesticides and GMO crops, and practices water conservation. The Institute supports the Santa Barbara and Goleta school districts’ lunch programs by donating certified organic apples and selling low cost organic fruits and vegetables. Accompanied by an organic farmer, Patricia Bragg also visits nearby schools to get children excited about eating organic, wholesome foods. Recently, Patricia was also nominated for the Organic Trade Association’s Organic Leadership Award (results are pending).

Personifying health, perpetual youth and radiant energy herself, Patricia has been an international health crusader and consultant to American presidents, British Royalty, and Olympic medalists. The Dalai Lama, the Beach Boys, Katy Perry, Fergie, Megan Fox, Tom Hanks, Tom Selleck, Darryl Hannah, Jane Russell, Clint Eastwood and countless other celebrities attribute their healthy lifestyles to Patricia and Paul Bragg and the Bragg Crusades of Health and Fitness, which have taken Patricia around the world 30 times. On her trips, Dr. Bragg lectures at schools,

church groups, women's groups, prisons, corporate gatherings and numerous other organizations, always extolling the health benefits of eating organic.

Always upbeat and inspirational, Patricia frequently says, "Health is our birthright!" and "You are what you eat, drink, breathe, think, say and do."

Patricia's father, natural health pioneer Dr. Paul Bragg, is attributed with opening America's first health food store and health food restaurant and with introducing a wide variety of health products and foods to the United States. Also a beloved health crusader to millions, Bragg was the personal health and fitness advisor to Olympic athletes, Hollywood celebrities and giants of American business, including J.C. Penney, Dr. Scholl, Conrad Hilton, and Paul Wenner, inventor of the Gardenburger. American Fitness legend Jack LaLanne was an ardent life-long follower of Paul Bragg, and credited Bragg with saving his life when LaLanne was a sick teen.

Similarly, crippled by tuberculosis as a teenager, Paul Bragg had developed his own program of eating, breathing and exercising which restored him to full health and allowed him to excel in running, swimming, biking, weight training and mountain climbing. Bragg made an early pledge to God that, in return for his renewed health, he would spend the rest of his life teaching and inspiring others on the road to vibrant health. Dr. Bragg reached millions worldwide with the Bragg Health Crusades, the Bragg Health Books, and his many radio and TV shows and appearances.

A fifth-generation Californian on her mother's side, Patricia Bragg was raised using The Bragg Natural Health Method. She became an accomplished musician, dancer, tennis player, and mountain climber and she was the youngest woman ever to be granted a U.S. Patent. After she graduated from UC Berkeley with a degree in biochemistry, Patricia's father asked her to spend one year working with him as a health crusader, and she never stopped. Later, she received her Ph.D. in Health Science in 1973 and her Doctor of Naturopathy degree in 1974 from Bernadean University in Nevada.

Dr. Patricia Bragg is the co-author (with Paul Bragg) of ten books, including *The Bragg Healthy Lifestyle: Vital Living to 120!*, *The Miracle of Fasting*, *Apple Cider Vinegar: Miracle Health System*, *Vegetarian Health Recipes* and *Super Power Breathing: For Super Energy, High Health and Longevity*. All are available at [www.amazon.com](http://www.amazon.com) and [www.bragg.com](http://www.bragg.com).

### **About Healthy Living Magazine**

*The Doctors' Prescription for Healthy Living* is a monthly magazine containing scientifically focused articles about natural health products and solutions, available at health foods stores and newsstands nationwide. *Healthy Living* is published by Freedom Press Media, a cutting-edge publisher of natural health and environmental books located near Los Angeles, California. Look for *Healthy Living* articles online at [www.healthylivingmag.com](http://www.healthylivingmag.com) or by following "healthylivingmag" on Twitter.

*Healthy Living* created the Green Patriot Awards to encourage and reward individuals, companies and organizations who embrace the call to be socially and environmentally responsible for the benefit of their customers, their employees, America as a whole, and all mankind.

Freedom Press also produces the weekly Internet radio show *Green Patriot Radio with David Steinman*, in which *Healthy Living's* editor (environmental health consumer advocate David

Steinman) interviews experts on natural health and the environment. Learn more at [www.greenpatriotradio.com](http://www.greenpatriotradio.com).

### **About Bragg Live Foods**

Bragg Live Foods, Inc. is the result of a lifetime of crusading and spreading the word of good health worldwide since 1912. Paul C. Bragg, the originator of Health Food Stores in America, founded the company, now run by his daughter Patricia Bragg, N.D., Ph.D., who continues to spread the gospel of health by providing natural healthy products and a library of self-help books. The company is best known for their Raw Certified Organic Apple Cider Vinegar, Liquid Aminos, seasonings, organic olive oil and salad dressings available at health food stores nationwide and from [www.bragg.com](http://www.bragg.com).

Paul and his daughter, Patricia, have been health pioneers for decades. When “engineered fast food” products of science and industry captured the attention of most Americans, Paul Bragg campaigned for a diet and lifestyle that focused on natural live foods and a healthy regime for a vital and long life. These ideas, based around natural and organic foods, are gaining praise and acceptance worldwide. For more information, visit [www.bragg.com](http://www.bragg.com) or call 800-446-1990.