



Ocean Nutrition Canada raises Omega-3 awareness with Facebook contest

Enter to win \$2,000 spa getaway with 'Omega-3 To The Max!' contest

For immediate release

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Dartmouth, Nova Scotia -- Confused about Omega-3 fatty acids? Looking to learn more about why you should take Omega-3s and which ones are best? Ocean Nutrition Canada (ONC), the largest supplier of Omega-3 EPA/DHA ingredients in the world, says its recently launched social media campaign aims to help answer those questions. On October 17, ONC launched the '[Omega-3 To The Max](#)' Facebook contest to help educate consumers about the difference between fish and flax sources of Omega-3. Entrants in North America have the chance to win a \$2,000 spa getaway along with instant prizes of Omega-3 EPA/DHA supplements.

"Not all Omega-3 is created equally," says Jon Getzinger, ONC's Chief Sales and Marketing Officer. "There is a lot of misinformation out there, and as the world leader in the Omega-3 industry, we felt it was our responsibility to join the conversation happening online and provide valuable information directly to consumers via social media."

ONC's '[Omega-3 To The Max](#)' contest challenges Facebook users to learn more about Omega-3 fortified foods. "Many foods fortified with flax and other plant sources of Omega-3 are promoted with the same health claims as food fortified with Omega-3 from fish oil," says Getzinger. "However, fish oil contains EPA and DHA, the Omega-3 fatty acids that provide maximum health benefits. Omega-3 from flax needs to be converted into EPA and DHA and that conversion rate is very low, so it's a much less efficient source. This contest is a fun way to educate consumers and encourage them to look at packaging when buying fortified foods."

With each play, users will be entered in the draw for the grand prize of a \$2,000 spa getaway. Instant prizes of Omega-3 EPA/DHA supplements will also be awarded randomly. The contest runs from October 17, 2011 to November 27, 2011 and is open to residents of Canada and the United States who are 18 years or older. Complete details and official rules can be found at www.facebook.com/MEG3omega3

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About Ocean Nutrition Canada Limited (ONC):

Ocean Nutrition Canada Limited (ONC), the world's largest Omega-3 EPA/DHA solutions provider, has a pioneering approach to wellness through innovation. Headquartered in Dartmouth, Nova Scotia, Canada, ONC has created the leading Research & Development platform in the industry and operates the largest privately-owned marine research and development facility in North America.

ONC provides its customers in the dietary supplement, food ingredient and pharmaceutical sectors with a competitive advantage in the rapidly growing Omega-3 EPA/DHA market through their MEG-3® branded line of products created with ONC's proprietary technology. With an uncompromising commitment to quality, MEG-3® products meet or exceed global quality standards. To date, MEG-3® has been included in more than 100 billion servings of food and supplement products worldwide.

For more information about ONC, visit www.ocean-nutrition.com and for more information about the health benefits of MEG-3®, visit www.meg-3.com. Join the Omega-3 conversation: www.facebook.com/MEG3omega3, [www.twitter.com/Little Blue Meg](https://www.twitter.com/Little_Blue_Meg)

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