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## **GOED Launches Consumer Website, Coalition Test Market Campaign**

GOED, the Global Organization for EPA and DHA Omega-3s, Salt Lake City, UT, has launched a consumer website at [www.alwaysomega3s.com](http://www.alwaysomega3s.com). The site is designed to be an independent educational website to educate consumers about the benefits of omega-3s and was commissioned by a coalition of omega-3 manufacturers as part of a campaign to change the tone of the conversation around omega-3s in the mainstream media.

Features of the site include a quiz to help consumers estimate their average daily intakes of EPA and DHA, a guide to choosing foods and supplements with EPA and DHA, and basic information and scientific documentation about the benefits of omega-3s for the heart, brain, eyes and joints.

GOED is also pleased to announce that the coalition has begun test marketing the full campaign this week. The test market will take place for approximately one month and lays the groundwork for the national rollout planned for early 2015. The coalition is continuing to raise funds for the national campaign. For more information, contact Adam Ismail, Executive Director ([adam@goedomega3.com](mailto:adam@goedomega3.com)).

***About GOED:** GOED is a proactive and accountable association of the world's finest processors, refiners, manufacturers, distributors, marketers, retailers and supporters of products containing Eicosapentaenoic Acid (EPA) and Docosahexaenoic Acid (DHA) omega-3 fatty acids. The organization's objectives are to promote and protect the category, educate consumers about the health benefits of EPA/DHA, and work with government groups, the healthcare community and the industry, while setting high standards for its business sector. GOED and its members are committed to personal integrity, ethical corporate behavior, public safety and quality assurance. For more information, visit [www.goedquality.com](http://www.goedquality.com).*

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