

Shreenath Enterprise Inc. presents Asian American Fair 2011 *Chocoholic? Eat your fill, it's good for heart*

(Press Release) Shreenath Enterprise Inc. is still accepting sponsorship, contact Suhag Mehta to take advantage of getting instant recognition in the South Asian market. Also have a chance to advertise in the program guide that will be distributed in the show so don't miss the opportunity.

Since 1990, Shreenath Enterprise Inc., spearheaded by Mrs. Suhag Mehta, has been promoting concerts / stage shows in the USA. Its success with concerts and stage shows has surpassed all expectations by its audience members - making Shreenath Enterprise, #1 South Asian Show Promoters. Having had sold out shows at various prominent locations such as Oracle Arena, Cow Palace, Henry J. Kaiser, etc., Shreenath Entertainment is known to bring the best from the entertainment world for everyone to enjoy. Their business, first and foremost,

is to be an effective advertising medium as well as an entertainment facility. Suhag's previous profile experience and expertise in hosting stage show like Hindi and Gujarati dramas, musical stage shows, organizing event programs, supporting All Indian Associations for all kind of events like India Day Parade, Navaratri & Diwali programs. She has also worked with the organization team for Bollywood Awards in last 7 years.

Being a prominent person within the community, she has invited famous movie stars like Zeenat Aman, Poonam Dhillon, Mahima Chaudhary, Amisha Patel, Urmila Matondkar & also famous TV stars like Rosni Chopra & Gurdeep Kaur (from Kasam Se - Zee TV serial), Kanya Punjabi (from Banu Mein Teri Dulhan - Zee TV serial) & Priyanka Mishra (from Choti Bahu) and that too with great panache.

Shreenath Enterprise Inc., founded by prominent Suhag Mehta, is a pioneer organization in conducting cultural events, serving the South Asian and Indo-Caribbean community. It's a reputable organization that has provided quality and highly elevated events. Due to its professionalism and high standards, SNENT Group has been esteemed a tremendous reputable organization not only to the audience but also by its sponsors

The primary function of its events is to promote culture and unity, and to sell products and services for their sponsors and advertisers. Their events are geared to allow families of all ages and financial stature to attend. Their business, first and foremost, is to be an Effective advertising medium, as well as to provide an entertainment facility.

A highly talented and

motivated individual, SNENT Group a pioneer organization dedicated to preserving the distinctive Indian cultural idioms, while exposing the south Asian and Indo-Caribbean much in-demand such as Zeenat Aman, Mahima Chaudhary, Amisa Patel, Urmila Matunkar, Asrani, Bipasha Basu, Poonam Dhillon, Rohini Hatungadi to name a few from film industry and from zee TV serials famous star - Rosni Chopra, Gurdeep Kaur (from kasam se), Kamaya Punjabi (from banu me tari dulhan) and Priyanka Misra (from choti bahu).

Also SNENT Group presented so many well-known Hindi and gujarati dramas and musical events. At the helm of SNENT Group, Miss Suhag Mehta, has garnered a reputation for herself and her company, as beginning at the forefront of events, developing a very sound organization



Suhag Mehta

management group that provides quality and highly elevated events. It has such a dynamic reputation that has attracted several high-profile sponsors. Miss Suhag Mehta is very demanding in the high standards she sets for herself and as such have been able to deliver quality entertainment for the faithful audience who constantly yams for her next cultural presentation, as well as the group's sponsors, who have come to rely on SNENT Group, when they are looking to invest and hoping to earn brand identity for their products.

Chocoholic? Eat your fill, it's good for heart

London: Here is good news for chocoholics — a bar of the sweet treat is actually good for your health, a new study has found.

The study by researchers at the University of Cambridge found that regular consumption of chocolate may slash the risk of developing heart disease by a third. The finding backs up the results of earlier studies that generally agree on a potential positive link between eating chocolate and heart health, the Daily Mail reported.

For their study, Dr Oscar Franco and Cambridge colleagues carried out a large scale review of the existing evidence to see the effects of eating chocolate on heart attacks and strokes. They analysed the results of seven studies, which had involved more than 100,000 people with and without existing heart disease.

For each study, they compared the group with the highest chocolate consumption against the group with the lowest.

Differences in study design and quality were also taken into account to minimise bias. Five studies reported a beneficial link between higher levels of chocolate consumption and the risk of cardiovascular events.

They found that the "highest levels of chocolate consumption were associated with a 37% reduction in cardiovascular disease and a 29% reduction in stroke compared with lowest levels." However, no significant reduction was found in relation to heart failure, the researchers reported in British Medical Journal. The studies, they said, did not differentiate between dark or milk chocolate and included consumption of chocolate bars, drinks, biscuits and desserts.

But despite the findings, the researchers said chocolates should be taken "with caution" and people should be careful which chocolate they chose to eat. This is because



commercially available chocolates are high in calories — around 500 calories for every 100 grams — and eating too much of it could lead to weight gain and put eaters at risk of diabetes and heart disease, they said. The researchers will now look at whether other factors could explain the positive effects. There has been a string of studies in recent years showing a potential health benefit from eating chocolate. Dark chocolate, in particular, contains compounds good for the blood system.

Mutant strain of bird flu spreading in Asia, warns UN

Rome: The United Nations warned Monday of a possible resurgence of the deadly bird flu virus, saying wild bird migrations had brought it back to previously virus-free countries and that a mutant strain was spreading in Asia.

A mutant strain of H5N1, which can apparently sidestep defences of existing

vaccines, is spreading in China and Vietnam, Tthe UN Food and Agriculture Organization said in a statement on Monday. It urged greater surveillance to ensure that any outbreaks are contained.

Last week, World Health Organization reported that a 6-year-old Cambodian girl had died on August 14 from bird flu, the eighth person to die from H5N1 avian

influenza this year in Cambodia. Vietnam suspended its springtime poultry vaccination this year, FAO said. Most of the northern and central parts of the country where the virus is endemic have been invaded by the new strain. Elsewhere, FAO says bird migrations over the past two years have brought H5N1 to countries that had been virus-free for several years, including Israel,

Palestinian territories, Bulgaria, Romania, Nepal and Mongolia.

"Wild birds may introduce the virus, but people's actions in poultry production and marketing spread it," said FAO's chief veterinary officer Juan Lubroth said. WHO says globally there have been 331 human deaths from 565 confirmed bird flu cases since 2003.

Knowing your weaknesses is key to losing weight

London: Struggling to shed those extra kilos even after following a strict diet regime? Then, you should pay a bit more attention to your own personality type, a top neuroscientist has claimed.

According to Dr Daniel Amen, a distinguished fellow of the American Psychiatric Association, trying diet plans may be a waste of time and energy as they will never work unless the person is genetically capable of sticking to them.

So instead of heading to the gym, Amen said, slimmers should identify their weaknesses and working out what makes them want to eat. Amen defines five categories of overeater: compulsive overeaters, impulsive overeaters, compulsive-impulsive overeaters, sad or emotional overeaters and anxious overeaters. His research shows each group must avoid certain foods to lose weight. He writes: "We looked at the brains of overweight patients and discovered there was not one brain pattern associated with them: there were at least five types. This is the reason why diets don't work. They take a one-size-fits-all approach."

One in two Americans will be obese by 2030

One in every two American adults will be obese by 2030, according to studies published on Friday that highlight the growing burden of the world's obesity pandemic. On present trends, 50-51 percent of American men and 45-52 percent of American women will by 2030 have a body mass index of 30 or more, adding as many as 65 million to the country's population of obese adults. Twenty-four million of these 65 million will be older than 60. The calculation extrapolates national estimates for 2007-08, the latest years for which data were available, when about 32 percent of American adults were obese.

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EVENTS DIRECTORY

Asian American Fair (Shreenath Enterprise Inc. & Royal Hotel)
Saturday, September 3, 2011 11:00 am – 10:00 pm Garden State Exhibit & Convention Centre, New Jersey Fee: \$2 Ticket with free raffle More info : visit www.asianamericanfair.com
Free Health Fair (Gujarati Samaj of New York)
Sunday, September 18, 2011 10:00 am – 3:00 pm More info : Contact Ashwin R. Pandya M.D. #516-280-7574 Apandya880@hotmail.com
Punjabi Virsa 2011
Saturday, October 1, 2011 Starts at 6:30 pm The Hills Center, Carrington Road, Castle Hill, AUSTRALIA Fee : Tickets purchase necessary (visit www.thehillscentre.com.au) More info. visit : www.seeg.com.au
Sri Ganesh Chaturthi Celebration (Nava-Dina Mahotsavam) (The Hindu Temple Society of North America)
Friday August 26th – Sunday September 4th, 2011 Different Timings (see ad in our newspaper) 45-57 Bowne Street, Flushing, NY 11355-2202 Free to attend More info. visit : www.nyganesh temple.org
An Exclusive Preview of the Sotheby's Fall Preview of Modern and Contemporary South Asian Art including Indian Miniature Paintings (IAAC & Sothebys)
Monday, September 12th 2011 Starts at 5:00 pm Sotheby's, 1334 York Ave @ 72nd Street, NYC Suggested Donation : \$25 More info. : visit www.iaac.us
Rehana Lew Mirza's play BARRIERS
(In commemoration of the tragedy of 9/11) (IAAC & Desipina) Sunday, September 11th 2011 Barriers Benefit Schedule: 4:30-6:60 pm : Pre-performance Reception 5-5:30 pm : Discussion and Q&A with Director & Cast 7 pm: Performance of Barriers HERE theatre, 145 Sixth Ave, NYC Tickets: \$30 general admission; \$25 IAAC members/students w/ID More info. : visit www.iaac.us
World Premier of Janaki – Daughter of Dirt
Directed By Roke and Shruti. Written by Virali Gokaldas September 16 - 18, 2011 Mission Cultural Center, San Francisco More info : visit www.sirentheatre.org
Mata Ki Chowki (Jai Mata Di)
Saturday, September 3, 2011 6:00 pm – 9:00 pm Vedic Heritage Inc. More info : call : 516-539-9055
Night Flight Cocktail and Dance Party (Shazy Entertainment LLC)
Live singing by the Saregama sensation, Vishal Bhalla. DJ and MC by Jus Punjab celebrity anchor, Harry Malhotra Monday, September 5, 2011 Starts 7:30 pm Four Food Studio & Cocktail Salon 515 Broadhollow Road, Melville, NY 11747 More info : www.shazyentertainment.com
Euphoria – The Item Tour (Nyoo TV & Amrapali Group)
Saturday, September 10, 2011 Starts 8:00 pm Ritz Theater, 1148 East Jersey Street, Elizabeth, New Jersey, 08107 More info and tickets visit : www.sulekha.com
Swami Mukundananda's Yoga, Meditation & Discourses
Thursday, September 8, 2011 6:00 pm – 9:00 pm Hyatt Place East End, 451 East Main Street, Riverhead, NY More info. visit : www.jkyog.org