

### WHY MGI STARTED:

"I spend every day educating my patients on the vital importance of diet and nutrition on digestive health and disease prevention. The phrase 'You are what you eat' is a gastroenterologist's mantra! However, I have found that lecturing patients is only fractionally effective, and so I wanted to find a creative and memorable way to get the message across to the community that a healthy diet facilitates digestion, helps maintain ideal body weight, and can improve overall health. Guts and Glory Digestive and Wellness Expo was my answer by creating a way to collectively celebrate the beauty of wellness, inspire people to eat and live better, motivate them to make positive and healthy behavioral and lifestyle changes, and help them discover the wealth of resources in our community to help them on their journey to longevity and a productive and full life."

**- APARNA MELE, M.D., MY GUT INSTINCT FOUNDER**



### WHY MGI IS NEEDED:

"The Board of Health of the City of Reading recognizes and congratulates My Gut Instinct for their tireless efforts to improve the health of our community. Their annual wellness event Guts and Glory is an outstanding conduit for the dissemination of information necessary to make healthy life choices. Anyone who is interested in enjoying better health should attend this event! Physicians have seen an alarming increase in the incidence of obesity, high blood pressure, type 2 diabetes, and cardiovascular disease, much of which we believe to be preventable. What all doctors know, but few patients fully comprehend, is the fact that one's positive lifestyle choices can provide more benefit to one's health than anything their doctor will ever be able to do for them. Therefore, it is imperative that the medical community and allied services continue to find ways to support educational programs campaigning for healthy living. The Guts and Glory event is designed and implemented to do exactly that. My Gut Instinct was started by an altruistic group of medical professionals whose sole goal was to promote good health through healthy eating and regular exercise. They are not here to sell you anything other than a 'Road Map to Better Health.' Please take advantage of this opportunity to learn the facts that might just save your life!"

**- JOHN C. DETHOFF, M.D., CHAIRMAN, BOARD OF HEALTH, CITY OF READING**

- M** ✓ **INCREASE PUBLIC UNDERSTANDING OF DIGESTIVE DISEASES IMPACTING COMMUNITY HEALTH**
- I** ✓ **PREVENT AVOIDABLE DISEASE & REDUCE DEATH BY PROMOTING BETTER NUTRITION & EMPHASIZING THE IMPORTANCE OF INCREASED PHYSICAL ACTIVITY**
- S** ✓ **MOTIVATE PARTICIPANTS TO MAKE POSITIVE HEALTHY BEHAVIORAL CHANGES & TEACH SELF-CARE PRACTICES**
- I** ✓ **PROMOTE CANCER SCREENING TO REDUCE THE GLOBAL THREAT OF DIGESTIVE CANCERS**
- O** ✓ **RAISE AWARENESS OF THE LOCAL, STATE & NATIONAL HEALTH SERVICES & RESOURCES AVAILABLE TO THE COMMUNITY**

# GUTS & GLORY

Digestive & Wellness Expo

# MGI'S ANNUAL EXPO

## >>>>> 10 Year Summary

An exciting journey of wellness education, nutritional awareness, and health consciousness, Guts and Glory Digestive and Wellness Expo is a **free community-wide celebration of health for all ages** that showcases a farmers market, educational booths, small businesses, nonprofits, fresh locally sourced food, live cultural performances, fitness zones, health screenings, live yoga classes, massage, wellness experts, active engagement with First Responders, and an interactive human colon exhibit, to name a few features. It is designed to educate the health curious, elevate the understanding of the health conscious, and raise community awareness of the importance of digestive health through the free exchange of information and resources. This event aims to bring about positive impact to improve the lives of the residents of Berks County by inspiring and compelling people to eat and live better.

We create a block party with an open design and use all the senses to inspire and motivate! See the colorful fruits and vegetables, listen to the festive music, smell the aromatic essential oils, feel the tactile satisfaction of a back massage, move your body on a spin bike or flow with yoga, and more. You cannot attend and not be struck by an intense desire to live better when you experience how beautiful healthy looks, sounds, smells, feels, and tastes! It is also a wonderful networking event between vendors, community visitors, and volunteers. It's a PEOPLE expo and an experience expo that allows all of us to come together!

Guts & Glory features over 100 varied vendors each year



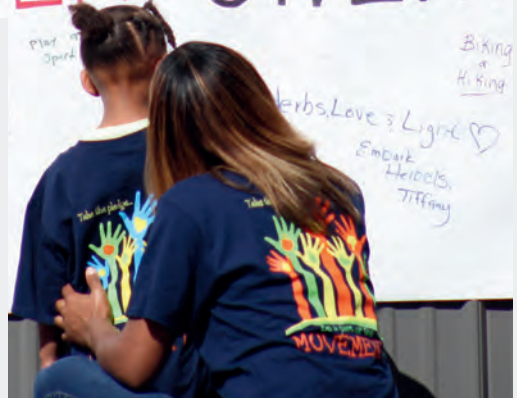
We've worked with 3 venues the last 10 years:

- > Reading Fightin Phils Stadium (2014 - 2019)
- > Online virtual event during COVID-19 (2020)
- > Willow Glen Park (2021)
- > Penn State Berks (2022 - Ongoing)



**SAVE!  
THE DATE!**

Since Guts & Glory's 2023 10 year anniversary was cancelled due to inclement weather, our **TELEVENTH ANNIVERSARY** is on **Saturday, Sept. 28** from **10 AM - 3 PM**



Guts & Glory welcomes 800 to 1,000 visitors per year





# A THANK YOU

## To Those Who Make This Event Possible

I am incredibly touched by the love and support of my community to support my endeavor and join me in this grassroots health revolution I started 10 years ago. When I did create this event, I had no idea it would become a decade long annual event that grows bigger and bigger every year! My team and I are forever surrounded by a massive hive of loyal supporters, followers, team members, volunteers,

and community friends who are solely responsible for G&G's longevity and success. This event has also grown from a digestive health focused event into a universal and all-encompassing panorama of not just individual physical health, but also societal and community health (the relationships with one another despite differences); animal health (relationship with our pets and wildlife); spiritual health (relationship with our faith and belief systems); environmental health (relationship with our external world and our planet); mental health (maintaining strong mindset and taking care of our emotional well-being); nutritional health (creating a positive relationship with food and making clean dietary choices); and cultural health (embracing the diverse community we live in, immersing in unique customs and practices of other cultures, and learning and embracing cultural differences). We have name recognition and people of all ages and from all walks of life mark their calendars to be there! Year after year, our humble event has expanded the minds and hopefully improved the lives of many, and we will continue our work to inspire our community to not succumb to illness, but embrace control over their wellness!

*Apama + MGI Board*



**PennState Health**  
St. Joseph TITLE SPONSOR



**PennState**  
Berks VENUE SPONSOR

A shout out of thanks and appreciation to our title sponsor for the past ten years, **Penn State Health St. Joseph - Reading, PA**. This nonprofit health network was founded in 1873 by the Sister of St Francis and provides a full-range of outpatient and inpatient diagnostic, medical and surgical services. Penn State Health St. Josephs is committed to excellence and patient-centered, compassionate care with a tremendous dedication to the public it serves, taking advantage of public service opportunities to meet the ever-changing healthcare needs of the community. It utilizes many of its resources to improve access to healthcare services, enhance public health, and advance medical knowledge. St. Joe's engages in community outreach, education and wellness programs that benefit many. Their interactive presence each and every year at Guts & Glory has been a valuable resource to our community members and visitors, and their marketing and financial support has been crucial to us advancing our message of health. We applaud them for their vital support and participation in our mission of health and wellness in this community, and we are proud and honored to call St Joe's our title sponsor and co-partner in our health revolution in our community. Together, we hope to inspire individuals to practice proactive and healthy lifestyle and dietary behaviors to improve community health and promote longevity! Our venue sponsor **Penn State Berks** generously donates their beautiful campus to host our large scale expo. This campus is committed to engaged learning that encourages individual growth, cultural awareness, ethical decision-making, and civic responsibility for all members of the community. Their institutional values include integrity, respect, responsibility, discovery, and community, as they work together for the betterment of the University, the communities served, and the world. Their commitment to our greater Reading community is visibly apparent in their enthusiastic collaboration with My Gut Instinct.



# OTHER MGI INITIATIVES

## Undy 500 Ride - Annual event that began in 2022

### > An initiative for March's Colorectal Cancer Awareness Month

This free family-friendly event with live music and food for purchase brings the community together to focus on Colon Cancer prevention. Colorectal Cancer is the 2nd most common cause of cancer death in the U.S., with it affecting nearly 150k people per year, a third of which will die of the disease. This is because 1 in 3 Americans, even those with insurance, are not screened when recommended. It is a leading cause of cancer death in young people between the ages of 20 to 49. Colon Cancer is beatable in 90% of cases when detected early, and with appropriate screening it is often entirely preventable.

MGI collaborates with **Classic Harley-Davidson** for the "Clean Your Pipes and Change Your Oil" campaign. Visitors bring their favorite wheels (bicycle, motorcycle, scooter, skateboard, rollerblades, unicycle - you name it!).

Participants get a free pair of commemorative Undy Ride boxer shorts and ride our 500m obstacle course site at Classic Harley-Davidson in solidarity for all those who are survivors or victims of Colorectal Cancer. Free at-home stool kits are given to those who have never been screened to pre-test at home. Those who have never been screened and own a motorcycle get a free oil change for their motorcycle if they follow through and get their first colonoscopy. In 2 years, we have raised \$500 total for colon cancer research with proceeds sent to the Colorectal Cancer Alliance.



### > 2023 BERKS EARTH DAY FESTIVAL - Event organized by local resident, Bill Litvin

MGI was proud to be a table vendor to promote the Ugly Food Movement and other ways to end food waste, improve access to healthy produce, and save landfills. Our campaign aimed to engage and educate our community as a Call to Action to end food waste and shop and eat ugly! 40% of all food in America is wasted. Food is the number one thing in America's landfills, and it contributes more to climate pollution than all of the cars in Georgia. Americans throw out uneaten food averaging \$165 billion each year and spend another \$750 million a year to dispose of it. Since 1974, U.S. food waste has risen 50%. Controlling our food waste is the first step in creating a sustainable food system. 26% of U.S. produce gets discarded for cosmetic reasons. Each year, 6 billion pounds of produce goes unharvested or unsold for aesthetic reasons. We've become accustomed to expecting our tomatoes to be perfectly round, our vegetables symmetrical, and our fruit unblemished. These expectations have driven up the costs of produce and created the problem of food waste.

### > ANIMAL RESCUE LEAGUE - Yearly donations of pet food & other pet items

### > HELPING HARVEST - Yearly donations of food items collected from G&G

### > NEW JOURNEY COMMUNITY OUTREACH - IN PARTNERSHIP WITH THRIVENT

Prepared self-care bags in 2021, lunches in 2022, and lunch supplements in 2023



We run a monthly health wellness blog called the DIGEST year-round to educate our followers. The Digest covers diverse topics related to health, wellness, fitness, and inspiration - from eating well and healthy recipes, to workout routines and tips for stress relief and more. Learn more at [mygutinstinct.org/blog](https://mygutinstinct.org/blog), and stay connected by following us on social media: @mygutinstinct

