

For Immediate Release:

Back to School, Back to Green

This year more than ever, schools will be emphasizing sustainability in any and every way they can. With pressure from all sides—the media, district boards, parents and even kids!—schools are adopting greener habits. Several of Chicago’s finest schools are no exception—in fact, they are paving the way in the City of Chicago when it comes to making their lunchrooms green. City schools including The Catherine Cook School, Near North Montessori School and Mount Carmel Academy have all gone green for lunch. These schools have each looked to Evanston-based Green Bag Lunch to help their schools eat healthier and act greener—starting with lunch.

The EPA estimates that every American child generates 67 pounds of lunchroom waste each year. All of this waste adds up to more than just a mountain of garbage to deal with every day; it’s a bad habit that weighs heavily on the shoulders of administrators. Fortunately for many schools in the Chicago area, Green Bag Lunch provides an enviable service—tackling schools’ needs for waste reduction, healthier snack and lunch alternatives, and even educational programming.

Green Bag Lunch started delivering healthy, eco-friendly lunches to kids at schools and camps along the North Shore in the Spring of 2007. Since then, demand for their service has exploded. Green Bag Lunch will serve dozens of schools and camps this year in the city and suburbs.

Says co-founder David Feinberg, “This isn’t about jumping on the green bandwagon. *We as parents*, felt a real need to solve the age-old problem of getting a healthy lunch into our kids’ backpacks, while also tackling the issues of sustainability. **Our mission became crystal clear: make it easier for parents to raise ‘healthy kids on a healthy planet’ by focusing on a single important yet very stressful part of the day: lunch.**” Green Bag Lunch research showed nearly 80% of parents find packing a lunch both stressful and tedious. Combine this with the fact that 95% of parents polled would like their kids to eat as healthy a lunch as possible and 68% feel guilty about the packaging and waste generated at lunch, and it’s no wonder parents are clamoring for Green Bag Lunch.

Parent liaison to Saint Francis Xavier School in Wilmette, Jackie Petrozzi said, “As we enter our second year with Green Bag Lunch, I’ve had so many fellow parents thank us for offering a healthy alternative. The kids and parents love Green Bag day.” Adds co-founder Anne Weber. “Knowing I’m helping fellow parents and schools, teaching kids good habits and making lunches they love is very satisfying. As is forming a partnership with the Principals at our newly participating Chicago schools. Each is 100% behind making lunches healthier and practices greener.”

Certainly this Fall, it will be more than the fabulous reputations of Chicago’s finest schools making others green with envy!

For more information contact Anne Weber, CEO, at anne@greenbaglunch.com, Dave Feinberg, President, dave@greenbaglunch.com or 847-471-8866. Or visit www.GreenBagLunch.com.

Green Bag Lunch, LLC is based in Evanston, Illinois. Green Bag Lunch, LLC was founded by North Shore parents who actively live and work in the communities they now serve. Green Bag Lunch, LLC has served thousands of lunches since it began, in Spring 2007. The mission of Green Bag Lunch is: *Healthy kids living on a healthy planet*

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