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LOCAL PARENTS' NEW VENTURE STRIVES TO SAVE CHILDREN AND PLANET

Evanston, Illinois, October 24, 2007 – Faced with the frightening impacts of unbalanced diets, pesticides and environmental waste on our children, two Chicago North Shore parents have determined to do something about it. They developed Green Bag Lunchsm, a new service that prepares healthy, eco-friendly lunches for kids at schools and camps, and delivers them directly to the lunchroom.

This generation of kids is the first to have a lower life expectancy than their parents. This is in part due to increased incidence of obesity, diabetes and other diet-related problems. Many of our children's favorite fruits and vegetables, when conventionally grown, contain chemical toxins, the residue of which contaminates growing, vulnerable bodies. And the average child produces 67 lbs of trash each year from school lunch alone, contributing significantly and unnecessarily to landfills.

These facts are startling. And as parents facing these issues, Anne Weber and Dave Feinberg wrestled with how to make an impact in a world dominated by heavy-handed packaged goods marketers, unhealthy but accessible fast food, and busy parents juggling the many aspects of modern family life. The solution they came up with was simple: Make it easy for parents, and fun for kids, to do the right thing when it comes to lunch.

"We want to make an impact now, not next year or the year after that," says Anne Weber, Co-Founder and CEO. "So we aren't waiting for federal guidelines to change or school hot lunch programs to reform. Give us two weeks and we can have kids eating better and creating less trash at any school."

Green Bag Lunch provides children with nutritionally balanced lunches, made from scratch from all natural ingredients, whole grains, lean protein, and organic produce and dairy. And packaging that is entirely recycled, recyclable and biodegradable. Lunches even contain fun facts to gently engage children in environmental and nutritional issues.

Green Bag Lunch is easy for parents, who can simply order online at www.GreenBagLunch.com. The special menu was constructed with counsel from a nutritionist, and all food has been kid-tested and approved. "Parents have a lot to worry about. We'd like to take lunchtime off that list," says Weber. Green Bag Lunch also returns a portion of proceeds to participating schools to help fund health, nutrition and environmental education.

For more information, contact Dave Feinberg, Co-Founder and President, at dave@greenbaglunch.com or 312-848-4506. Or visit www.GreenBagLunch.com.

Green Bag Lunch, LLC is based in Evanston, Illinois. Green Bag Lunch, LLC has served thousands of lunches since its inception in Spring 2007. The mission of Green Bag Lunch is: *Healthy kids living on a healthy planet.*

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