

For Immediate Release
Contact: Stephanie Rach
415-271-9603

KIDS KONSERVE MAKES THE GRADE WITH ECO-COOL REUSABLE LUNCH KITS COMPANY EDUCATES AND FUNDRAISES TO SUPPORT SCHOOL INITIATIVES

(August 2, 2008 – Marin, California) Toss out the baggies, fold up the foil, Kids Konserve introduces an environmentally friendly alternative to the character-covered plastic lunchbox. Just in time for back-to-school shopping, the Company delivers a complete waste-free kit that's cool for school and reduces campus trash.

"With waste from snack and lunch breaks at an all time high and recycling knowledge and budgets still too low, Kids Konserve is empowering parents and kids with information and a reusable product that will help participating schools make the grade when it comes to decreasing waste in community landfills," says company co-founder Chance Claxton. "Our reusable lunch kits and food containers are easy to use and clean, and kids love the aluminum 'dog tag'."

According to the Center for Ecoliteracy, the average elementary student generates between 45-90 pounds of plastic bags, foil, and additional waste in school lunch programs annually.

Kids Konserve offers its lunch kits directly to families and also as a fundraising opportunity in schools. "It's a turnkey solution; designated proceeds generated from school sales go directly to that individual school, and we eliminate daily waste on campus," says company co-founder Lynn Julian. "If we educate kids, and excite them about the opportunity to be a part of change, we believe they will take action."

The Kids Konserve lunch kit includes: 16 ounce stainless steel beverage container, two 8-ounce stainless steel containers, food kozy (for sandwiches and food items), and a cloth napkin all conveniently stored in a reusable recycled cotton sack. The lunch kit retails for \$40 and all items are available separately.

Founders Lynn Julian and Chance Claxton come from respected business backgrounds and use their expertise to take an idea, based on a need they saw within their own children's schools, and make it easy to implement on a national level. Taking a divide-and-conquer approach, Lynn resides in Phoenix, Arizona while Chance lives in Marin, California. Kids Konserve enlists Parent Reps across the country to help educate schools and build its *"Fundraising Through a Waste-free Lunch Program,"* nationally.

"We're delivering a program that reduces waste on campus and increases school funds for necessary programs," says Lynn Julian. "I'd say that deserves an A+."

To order the Kids Konserve Lunch Kit and products or to sign up for the fundraising program go to www.kidskonserve.com or call 415-413-4723.

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