



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

## **KIDS KONSERVE INTRODUCES CATERPILLAR AND BUTTERFLY DESIGNS WASTE-FREE LUNCH KITS EDUCATE AND EXCITE KIDS TO BE GREEN**

**(October 24, 2008 – San Francisco, California)** Barely a month into school and already making the grade with parents nationwide, Kids Konserve, manufacturers of waste-free food containers and lunch kits, introduces new caterpillar and butterfly designs. A modern take on kid-friendly characters, the new designs mark a true metamorphosis for the company.

“We launched just as school started and the response to our products and fundraising programs has already exceeded our expectations,” says company co-founder Chance Claxton. “Every day a child uses our food containers or lunch kits we are helping reduce the landfill waste in their community.”

Ms. Claxton formerly worked for Design Within Reach (DWR) and wanted to bring a contemporary aesthetic to kid-friendly designs. From afar the designs have a mosaic or graphic quality, and the magic of finding the earth-friendly characters in magenta, orange, and green hues is fun for kids.

The new patterns, available on the recycled cotton sack, stainless steel beverage bottle and cloth napkin, are part of the Kids Konserve waste-free lunch kit. The kit also includes a food kozy, and (2) 8-ounce stainless steel food containers. The Caterpillar and Butterfly waste-free lunch kits retail for \$42.

The Company is also adding to its current line of products reusable child and adult sized Tiffins (stainless steel two-tiered lunch pail), and an insulated 12-ounce thermos in signature designs.

According to Earth911, 38 billion plastic water bottles end up in landfills each year, taking 700 years to decompose. Additionally, the Center for Ecoliteracy says that the average elementary student generates between 45-90 pounds of plastic bags, foil, and additional waste in school lunch programs annually.

“Our caterpillar and butterfly designs will excite and educate kids and families to reuse on a daily basis—from the home to school—which is the primary mission of Kids Konserve,” says co-founder Lynn Julian.

Kids Konserve supports the new launch with an informational web site featuring important yet easy-to-understand tips for reducing waste, and will launch a newsletter featuring green tips and pertinent information for today’s families in the near future.

To learn more about the school fundraising program or to order Kids Konserve Lunch Kits and individual products go to [www.kidskonserve.com](http://www.kidskonserve.com) or call 415-413-4723.