



For Immediate Release

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KIDS KONSERVE IS PARTNERING UP WITH ANNIE'S HOMEGROWN – fans will receive a free reusable lunch sack with the purchase of two Annie's Homegrown products.

This summer Kids Konserve, the maker of eco-chic, reusable and waste-free lunch and snack packing products is partnering with Annie's Homegrown to show being green is better. Organic and natural foods have become a popular consumer choice, especially among parents of young children. Just in time for back-to-school, August 1 – October 31, 2010, consumers can visit Annies.com and enter proof of purchase details for two Annie's products and receive a free Kids Konserve Reusable Lunch Sack. This high-value offer is sure to excite back-to-school shoppers and help the environment, too.

Kids can now be eco-cool at school with their free Kids Konserve reusable, waste-free lunch sack! Each lunch sack is made with 100% recycled cotton and printed with vegetable-based inks. The lunch sack is designed to be fun, stylish, and easy for kids to use, and most of all to give families a jump start to packing waste-free lunches all school year!

Kids Konserve teaming up with Annie's Homegrown is an amazing opportunity. When thinking back-to-school, think waste-free lunches, think fewer items on your shopping list (plastic baggies, paper napkins, foil), think of all the money you will save, think back to basics, think Kids Konserve and Choose to Reuse.