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Back-to-School “cool” products allow children to eat healthy and families to save money

Fit & Fresh™ offers solution for taking healthy, fresh meals to school.

For Immediate Release
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Providence, RI – Fit & Fresh™ announced the introduction of an innovative line of kid’s chiller bags, lunch and drink containers designed to make it easier for families to pack healthy lunches and to save money. The uniquely designed products include removable ice packs, to keep meals and snacks fresh, and easy-to-read portion measurement markings.

The kid’s line has been identified by Dr. Deb Kennedy, a national expert on children’s nutrition, as a significant tool for parents in their effort to improve their child’s healthy eating habits, “The Fit & Fresh Kid’s line helps parents pack healthy foods in the right sized portions. The containers are well-designed to be both convenient and keep foods cool when kids are at school or camp.”

Dr. Kennedy is the Founder of NutritionOptions LLC and formerly served as Associate Director of Nutrition for Yale-Griffin Prevention Research Center.

“We know that for many families, a priority is to save money and packing a healthy lunch can save money each day. Packing a lunch can improve nutrition and literally save thousands of dollars,” said Larry Wesson, CEO of MEDport, LLC, the creators of the Fit & Fresh™ brand.

The kid’s line includes:

1-Cup Chill Container – designed for flexibility, the 1-Cup Container is perfect for fruit, veggies, cereal, or any great healthy snack. Side measurement markings make it easy to see how much to pack.

2-Cup Chill Container – similar to the 1-Cup, but holds up to 2-Cups – perfect for the “main course” for lunch or for an older child’s meal.

Salad POD –includes a unique built-in dressing dispenser that keeps 2 tablespoons of dressing separate from the salad. The Salad POD also contains a removable ice pack.

Lunch POD – perfect for sandwiches, an entrée or leftovers. The removable ice-pack keeps lunch cool and fresh. Fits in any lunch box or bag.

Telescoping Lid Water Bottle –BPA-free with removable ice-wand to keeps drinks cool at school, at sports, or while at camp. Engineered opening keeps the drink spout clean.

Hour Glass Water Bottle – BPA free with easy-to-squeeze design for small hands.

This line of kid’s products is available in a range of colors including red, blue, green and purple. This allows kids and their parents to match colors or mix them. All items are BPA-Free and top rack dishwasher safe (the removable ice packs are not for the dishwasher).

“Fit & Fresh products allow families to eat healthy everyday while saving money. By taking control and packing food made from home, families can stretch their dollars while assuring that the food they feed their family is healthy, as there are hidden dangers in food purchased outside the home; added fats, sugars and salt for example,” said Kennedy.

“Kids love variety and surprises at lunch. To help families create a mix of healthy lunch options, Fit & Fresh™ has teamed up with leading nutrition expert Dr. Kennedy,” said Wesson

Some helpful suggestions on making assorted, kid-friendly lunches include:

1. Many kids love making their own lunches and helping them put together a pita pocket, a wrap, or a burrito can be a fun and healthy lunch option.
2. Using various kinds of bread, such as whole wheat, multi-grain, or flax bread, bagels and wraps can be a welcomed change. Whole grains are a rich source of fiber, vitamins, and antioxidants.
3. Every parent knows that kids love to dip. Prepare diced produce to go along with a small container of dipping sauce. Or simply pack an easy-to-carry fruit and vegetable: bananas, baby carrots, cherry tomatoes, and grapes with low fat yogurt and sour cream, or humus as a healthy dipping option.
4. Pack fresh fruit in the lunch box as a healthy dessert option.

5. Try preparing healthy trail mix as a snack – crunchy whole grain cereals, nuts, dried fruits such as raisins, apricots and prunes. Just make sure to control the portion sizes, especially nuts.
6. Try kiddie-size yogurts. They provide a good source of protein and calcium.
7. The healthiest and usually the least expensive drink options are water and milk for kids. Another healthy lunch box choice is soymilk in a tetra pack. If you pack a juice box on occasion, make sure to use 100 percent fruit juice. If possible, avoid sugary drinks like fruit drink, fruit punch, and soft drinks.
8. Use meat from last night's leftovers to replace processed lunchmeats. For instance, chopping up leftover chicken to make a chicken salad sandwich is an alternative that is both inexpensive and healthy. You can make practically any kind of sandwich with leftover meat dishes.

Fit & Fresh™ products are designed to help consumers eat healthy on the go. Measurement markings help with portion control and removable ice packs keep food fresh and chilled during the day.

These products will be available in Target, Toys “R” Us, JC Penney, Amazon.com, on www.fit-fresh.com and at numerous national and regional retailers.

ABOUT MEDport and Fit & Fresh™:

Fit & Fresh™, the highly acclaimed line of cold food storage containers, gives consumers innovative products to make it simple for you to prepare, organize, transport, and dine on-the-go. All of our products come with removable ice packs to keep your food fresh and cool.

Fit & Fresh™ has been featured in the *Wall Street Journal*, *LA Times*, *Chicago Tribune*, on the *Today Show* and *Good Morning America*, in *Shape*, *Woman's Day*, *Good Housekeeping Parenting* and hundreds of other television, newspaper, magazine and online medias.

MEDport, the parent company of Fit & Fresh™, is a leading innovative health and medical design and manufacturing company. Headquartered in Providence, Rhode Island, MEDport focuses on creating solutions for consumers' healthcare challenges and generating unique products to enhance their lives.

The Company has developed a remarkable number of solution-based medical products and presently controls 73 US and international trademarks and patents.

From MEDport's design and innovation group, headquartered in the US, to their global manufacturing capabilities, the Company continues to define new categories of products ranging from healthy living to diabetes and pharmaceutical management to performance medical devices; all formulated to help make it easier for people to live a healthy life.