



Dear Parents:

JUICY KIDS is a program dedicated to helping you get excited about your child's health!

Did you know that childhood obesity is the fastest growing health concern in the U.S.? In fact, this generation of youth is predicted to be the first generation that may *not* outlive their parents. Wow! What's gone wrong is that children have developed a passion for unhealthy snacks, plus a growing variety of junk food is readily available to our kids everywhere. Even more tragic is the fact that our society has *accepted* these foods, packed with sodium, sugar, preservatives, calories, and who-knows-what.

The JUICY KIDS program aims to change all this. We want children to *love* what they eat. We want them to crave more of a good thing. Our smoothies and juices, which are delivered to _____ at lunchtime each day, may *taste* like milkshakes, sodas, and candy, but it's quite the opposite. JUICY KIDS' products are meticulously prepared, using fresh 100% organic fruits and vegetables, loaded with vitamins, minerals and goodness from nature. We even magically sneak green veggies into our goodies. (Protein, Super Greens, and vitamin C are available upon request.)

Our smoothies and juices just might be the *best* way for you to begin changing your child's food habits. Our daily deliveries will make it easy and convenient to get our products into their hands (and more importantly, into their *mouths*).

Imagine your kids, eager to grab a delicious smoothie with their friends. JUICY KIDS will make it easy! AND, for every 12 oz. smoothie sold, we will give back 25 cents to your school, to support school projects, activities, or programs.

JUICY KIDS will begin delivering to your school on Tuesday, December 1st, 2009. Please pre-order your healthy drink and food items for December and return the order forms to your child's school.

Please do not hesitate to call (818) 716-0800 with any questions or suggestions you may have.

Sincerely,

Bianca Ovando
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