



PRESS RELEASE:

Lunchopolis: The New State of Lunch

FACT:

On average, every American school-age child throws out 67 pounds of juice boxes, water bottles, aluminum foil and plastic sandwich bags per year. With 25 million children carrying lunch to school daily, that means 3.5 billion pounds of lunchbox garbage are created in America every year.

Lunchopolis, a company founded by Los Angeles entrepreneurs Anne Thomopoulos and Lisa Viscardi, is committed to eradicating that problem.

Their mission to reduce the extreme amount of garbage created by the traditional brown bag lunch began in the summer of 2006. While emptying out their daughters' lunchboxes during an after-camp playdate, Anne and Lisa noticed that everything in their girls' lunchboxes was reusable, including the cloth napkins. Not only did both women realize their mutual commitment to diminishing waste, but Anne and Lisa believed that packing a garbage-free lunch for their children had a second, equally important impact; it empowered their children to make a positive difference in their world in their own small way.

They soon realized they were not alone.

Over the course of that summer they began speaking with other parents and children. Many of them had the same concerns and were eager to learn how to pack a garbage-free lunch. However for most, it wasn't easy.

Lunchopolis will soon change all that. Lunchopolis was created to make it easy and convenient for everyone to pack a garbage-free lunch.

The benefits are multiple. In addition to reducing garbage, Lunchopolis' modular, reusable, recyclable containers provide storage for varied foods making it just as easy to pack salads or leftovers as it is to pack a traditional sandwich. The containers not only stack easily and can be configured in many combinations, but they always store food upright so sandwiches don't fall apart and there are no spills or crushed goodies. When not in use, the containers nest neatly together for easy storage. In addition, the container sizes are designed with portion control and different appetites in mind. That means a parent can design lunch for their toddler, teenager or themselves with the appropriate combination of containers.

Lunchopolis encourages bulk buying, which makes economic sense too. Parents can create less garbage by buying food and drinks in larger sizes and transferring individual portions to the containers, since buying prepackaged, single-serving snacks and beverages are no longer necessary.

A final benefit of Lunchopolis is the reusable bottle, designed with a mouth wide enough to fit ice cubes so that the bottle can double as a cooling system for the brightly colored, compactly designed, insulated lunchbox.

Lunchopolis was founded in 2007 by Anne Thomopoulos and Lisa Viscardi, two mothers with a shared passion to eradicate lunchbox garbage.

Anne Thomopoulos is an award-winning television executive. While at HBO, she was responsible for initiating HBO's drama series division as well as their Mini-Series division. She brought "OZ", "From the Earth to the Moon", "Band of Brothers" and other projects to the small screen and most recently was the Executive Producer of HBO's groundbreaking historical drama series, "Rome". She has one daughter.

Lisa Viscardi is a former television executive. Her extensive experience in children's marketing, branding and programming includes work with such notable companies as Nickelodeon, Scholastic and The Walt Disney Company. She is the author of a series of children's books and has two daughters.

Thomopoulos and Viscardi are both avid conservationists. Based in Los Angeles, they pack garbage-free lunches every day.