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FOR IMMEDIATE RELEASE

GOPICNIC® OFFERS THE ULTIMATE IN COLLEGE CARE PACKAGES

A Welcome Treat for College Bound Students Wanting a Taste from Home

CHICAGO, July 26, 2010 – As college students head back-to-school this fall, there is no better gift to send than an eye-catching care package. [GoPicnic](http://GoPicnic.com), the leader in great-tasting ready-to-eat meal solutions, recently announced four new back-to-school college care packages including the GoPicnic Energy Boost Care Package, GoPicnic Anytime Care Package, GoPicnic Pack Fun Food Care Package and GoPicnic Pack Kids Lunchtime Favorites Care Package.

Ever met a college student who wasn't hungry? Show your favorite college student a little extra love with a tasty care package to fuel their study breaks and late-night snack attacks, filled with no-refrigeration-required treats that can even be stuffed in backpack to munch in-between classes.

Available immediately on GoPicnic.com, the unique packages include:

- [GoPicnic Energy Boost Care Package](#) (Gluten-Free): Features eight products total. Includes seven full family-size packages of GoPicnic's most delicious gluten-free foods - Wild Garden Hummus Dip, Crunchmasters Multi-Seed Crackers, Sheffa Zesty Snack Mix, Calbee Snapea Crisps, Snacktrition Fruit & Nut Mix, Sharkies Organic Energy Chews and Emergen-C Energy Drink Mix. Plus one of GoPicnic's most popular meals, GoTrek. MSRP: \$24.99-\$29.99
- [GoPicnic Anytime Care Package](#): Features eight products total. Includes seven full family-size packages of GoPicnic's best-selling foods - Old Wisconsin Beef Bites, Late July Organic Bite-Size Cheddar Cheese Sandwich Crackers, Pretzel Pete's Honey Mustard Pretzel Nuggets, Mrs. Mays Cashew Crunch, Crummy Brothers Chocolate Chip Cookies, Surf Sweets Super Sour Gummy Worms and Emergen-C Energy Drink Mix. Plus one of GoPicnic's most popular meals, GoTrek. MSRP: \$24.99-\$29.99
- [GoPicnic Pack Kids Fun Food Care Package](#) (Gluten-Free): Features six products total. Includes full family-size packages of tasty gluten-free treats – Old Wisconsin Turkey Bites, Snikiddy Original Baked Fries, Organic Strawberry Banana Fruit Mashups, Mrs. Mays Sunflower Crunch and Annies Homegrown Gluten-Free Bunny Cookies. Plus one of GoPicnic's most popular meals, GoTrek. MSRP: \$24.99-\$29.99.



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- [GoPicnic Pack Kids Lunchtime Favorites Care Package](#): Features eight products total. Includes seven full family-size packages of GoPicnic's favorite foods from kids of all ages - Revolution Foods Organic Jammy Sammy Sandwich Bars, Late July Organic Mini Chocolate Sandwich Cookies, Clif Kids Organic Twisted Fruit Snacks, Annie's Cheddar Bunnies and Calbee Snapea Crisps. Plus one of GoPicnic's most popular meals, GoDeli. MSRP: \$24.99-\$29.99.

Amazon offers 'Subscribe & Save' discounts on GoPicnic Care Packages – sign up for a delivery every one, three or six months and receive an additional 15 percent off of every order.

"There's nothing like walking in from class to see a big box waiting for you and ripping it open to find your favorite foods," said Julia Stamberger, President and CEO of GoPicnic. "Each product contains all-natural ingredients and requires no refrigeration. Students can enjoy foods from high-quality big and specialty brands they recognize and trust, and parents can feel good about their kids eating nutritious, better-for-you foods when they snack."

Food items selected for inclusion in GoPicnic Care Packages are selected because they're really tasty, and meet GoPicnic's rigorous standards for 'delicious'. Better yet, all products in GoPicnic meals and Care Packages contain no trans fats, high fructose corn syrup or added MSG, and no artificial colors or flavors.

"For parents and extended families it's difficult when a child goes away to college. For students, they may be lonely and homesick. The GoPicnic college care packages are a great way to show children you're thinking about them while being supportive," said Stamberger.

For more information about GoPicnic's college care packages, log on to www.GoPicnic.com. Join [GoPicnic on Facebook](#) or follow the company on [Twitter](#).

About GoPicnic®:

GoPicnic® was founded by Julia Stamberger in 2006 to create nutritious, delicious ready-to-eat meals that have the added convenience of being shelf-stable, and require no refrigeration or preparation. GoPicnic's initial clients were major U.S. airlines wrestling with costly waste and customer service issues from their buy-on-board fresh food service programs. Recognizing the many benefits pre-packaged "picnic" meal programs brought to a wide array of other industries, GoPicnic expanded its offerings to reach consumers, retail outlets, hotels and airports. GoPicnic also offers a full-service fundraising program for schools and other non-profit organizations. For information about GoPicnic meals and programs, email sales@gopicnic.com or call 773-328-2490. For more information about GoPicnic, visit www.gopicnic.com.

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