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Back to School: Healthy School Lunch Ideas for Kids New Educational DVD Puts Fun and Flavor Back in the Lunch Box

Simi Valley, CA — May 15 2006 — The Visual Guide, a California-based video production company, announced the launch of their new educational DVD “The Visual Guide: How to Make a Healthy Lunch for Kids.” This new back to school educational DVD helps parents by providing hundreds of healthy school lunch ideas for kids.

Words may inform, but demonstration teaches; that’s the core philosophy behind The Visual Guide’s first DVD. At just over 90 minutes long, it’s packed with valuable information every parent needs to break out of his or her rut in preparing school lunches. Back to school lunch topics include: adding interest to fruits & vegetables; making the most of leftovers; kid-friendly sandwiches, wraps & pitas; soup, bean & rice dishes; and helpful tips for busy parents. The DVD also includes a colorful recipe booklet filled with school lunch box ideas.

The “Healthy School Lunch Ideas” DVD is the latest labor of love for The Visual Guide’s Laura Pasetta – who not only lends her vast nutrition, fitness and cooking experience to the project, but also acts as our personal tour guide through the many eye-opening health topics.

“The growing epidemic of obesity and diabetes means we have to be better informed and more involved than ever,” said Laura Pasetta. “Many parents want to offer their kids healthy, well-balanced choices. They just don’t know where to start – until now.”

“With our Visual Guide series, we’ve set out to create the most comprehensive, visually-appealing ‘how to’ DVDs available. And the “Healthy School Lunch Ideas” DVD is a wonderful beginning,” elaborated Greg Pasetta, co-owner of The Visual Guide. “We knew “Healthy School Lunch Ideas” had to not just cover the basics of health and nutrition, but it had to be parent-friendly, using *only* the most efficient, simple-to-use methods. The techniques covered have all been approved by kids and families in our test kitchen, a fact that really resonates with parents.”

The DVD’s easy-to-navigate menu breaks down school lunch preparation into seven steps, or “layers,” including: the importance of food presentation, healthy main course dishes, incorporating vegetables, adding fruit, healthy

snack ideas, hydrating beverages and lunchtime fun. Using these building blocks, the DVD teaches parents how to prepare school lunches as healthy as they are exciting. It also includes commentary from a Pediatrician and Registered Dietitian on the effects of an unhealthy diet.

“This DVD doesn’t just repeat the same old info,” said Heather, a mother of two. “It introduces easy-to-use principles of health and food presentation that any parent can follow. I now have a solid understanding of balanced nutrition and the encouragement I need to get creative, while still filling the needs of my children.”

“At just under \$20, the “Healthy School Lunch Ideas” DVD was a small investment, but we got such a huge reward,” said Jeannine, a mother of two. “This one DVD has made all the difference in my family’s life. My kids are happy, healthy, vibrant – and they actually look forward to eating lunch everyday. Could a mom ask for anything more?”

The “How To Make A Healthy Lunch For Kids” DVD retails for \$19.95 and can be purchased at: www.thevisualguide.com. The website also features a library of free, step-by-step “how to” web clips featuring kid-friendly meals, recipes and shopping lists.

About The Visual Guide

The Visual Guide is a California-based producer of high-quality, educational DVDs and web downloads, designed to empower and enlighten the new generation across a variety of topics. Each video is produced with The Visual Guide’s core philosophy in mind: *while words may inform, demonstration teaches*. Their products are always easy to follow, hands-on and packed with valuable information you can use over and over again. The Visual Guide is owned and operated by Gregory and Laura Pasetta, a husband-and-wife team combining Greg’s 20-years experience in video production and technology with Laura’s extensive background in health, nutrition, herbal medicine and cooking. For more information, please visit: www.thevisualguide.com

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