



## For Immediate Release

**For Inquiries Please Contact:**

Hanna Friedman | Lifelce Inc. | [hannafriedman@lifeice.com](mailto:hannafriedman@lifeice.com) | 1-855-Life-Ice

\* \* \* \* \*

### Back to School: Lifelce Offers a Smart After School Snack for Kids

*All Natural Bite-Sized-Popsicles Welcome Kids Home with a Low Sugar Frozen Treat*

New York, NY – Fall 2016 – Parents, Lifelce is here to help! Back to School season is upon us. When the kids come home dehydrated and hungry from school, but we don't want to spoil dinner, offer up too much sugar so late in the day or make a mess around the house, Lifelce healthy bite-sized popsicles offers a smart snacking solution. Our Cubettes refresh, rehydrate and satiate without sacrificing taste. In other words, the kids won't know its good for them, too.



Lifelce is not only all natural, fat free, low in calories (only 30 cal for 24 Cubettes) and low in sugars (only 6g sugar for 24 Cubettes), but is also gluten-free, Kosher-certified, non-GMO, vegan and uses BPA-Free packaging. It's a frozen treat that parents can feel good about giving to their kids.



The biggest innovation is that Lifelce is sold “shelf stable” (aka room temperature) in unique ready-to-freeze trays. Just **Freeze. Pop. Enjoy.** No mess, no waste. Just perfectly poppable mini-popsicles allowing your kids to “Ditch the Stick” and snack smart after school.

Lifelce is available in four delicious flavors: **Berry Bite, Chocolate Crisp, Citrus Chomp & Green Grind.** With a coconut water base and unique combinations of Superfoods, Lifelce delivers complex but familiar flavor profiles. Available for purchase nationwide at various retailers, including Wegmans, Lowes Foods, H-E-B, and KINGS, as well as many online channels, such as Amazon. (MSRP \$5.99 | 1 Box | 48 Cubettes).

Interested media may arrange for more information, high resolution images, samples or a meeting with corporate management by calling **1-855-Life-Ice** or emailing [hannafriedman@lifeice.com](mailto:hannafriedman@lifeice.com).

# # #