

**For Immediate Release:**

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**Lifelce Selected as a Finalist for Fresh Direct’s “Next Big Food Thing” Competition**  
*Help Lifelce Win by Funding its Current Project on Crowdfunding Website, RocketHub*

New York, NY – Lifelce, a NYC-based and woman-owned healthy frozen snack company has been selected as a finalist in FreshDirect’s “Next Big Food Thing” contest. The online grocer has teamed up with RocketHub, the online crowdfunding platform, to find the newest in food innovation. As the very first all natural, freeze & eat, bite-sized ices, Lifelce is honored to be recognized for its game-changing New Frozen Way to Snack Healthy®.

This finalist round requires that Lifelce start a public crowdfunding project on RocketHub. The project, “A Daughter’s Give of Love Becomes a Mother’s Legacy,” is specifically raising funds to finance the purchase of manufacturing equipment that will improve both the rate of production and the quality of the finished product: <http://rkthb.co/33573>.

Supporters now have the opportunity to contribute directly to Lifelce. By clicking the “Fund This Project” button, any donation – from \$10 to \$1000 – will bring Lifelce one step closer to achieving its goals. Plus, the generosity of any contribution will be rewarded with a variety of Lifelce gifts.

**The funding deadline is December 17, 2013.**

The “Next Big Food Thing” Grand Prize winner will be chosen based on the amount of money raised, the quality of the idea and the engagement with the crowd – and receives \$10,000, plus the chance to partner with FreshDirect.

According to Paulette Fox, Lifelce Founder & President, “there is simply nothing like Lifelce out there. We are the first healthy, mini-popsicles delivering a guilt-free, nourishing and enjoyable snacking option. Our ‘cubettes’ are sold shelf stable (*i.e.*, at room temperature), also making them a convenient, ready to freeze treat.” Lifelce is the New Frozen Way to Snack Healthy® for the health conscious consumer. Fox added, “With nothing else like it out there in the marketplace, Lifelce is the perfect candidate for FreshDirect’s ‘Next Big Food Thing’ contest.”

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**About FreshDirect**

FreshDirect is a leading online grocer in the U.S., delivering premium quality fresh-from-the-farm foods and brand-name groceries to customers in the greater New York, New Jersey, Connecticut and Pennsylvania metros area. With a 2,000-member workforce that is still growing, FreshDirect places an emphasis on nutritious, delicious meals and convenient services that allow customers more time to live healthy lives. For more information, visit [www.freshdirect.com](http://www.freshdirect.com).

**About RocketHub**

RocketHub is a crowdfunding website that has designed all means necessary to bring an innovative project to life. RocketHub acts as a business partner and provides vital resources to bring projects to the level where it belongs. Join the crowdfunding movement at [www.rockethub.com](http://www.rockethub.com).

**About Lifelce**

Lifelce is all natural, freeze & eat, bite-sized ices that are specially formulated with a variety of nutrients and vitamins found naturally in its premium ingredients. Inspired by homemade recipes and the therapeutic benefits of traditional ice chips, Lifelce offers a New Frozen Way to Snack Healthy®. The innovation behind Lifelce delivers a flavorful punch, with a texture most like mini-popsicles, all rolled into one convenient freeze & eat treat. For additional information on the company, please visit [www.lifelce.com](http://www.lifelce.com).