



FOR IMMEDIATE RELEASE

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East Side Entrees Announces Partnerships with the Boys & Girls Clubs of America (BGCA) and the National Association of Police Athletic/Activities League, Inc. (PAL) to Serve Nutritious Meals to Kids

East Side Entrees, a major supplier of nutritious food products to community organizations and school systems throughout America, is partnering with the Boys & Girls Clubs of America (BGCA) and the National Association of Police Athletic/Activities League, Inc. (PAL) to provide healthy meals to kids using East Side Entrees' nutritious, convenient and cost-effective mealtime solutions in the organizations' respective facilities.

Healthy meals are critical to a child's well-being, yet many community organizations and schools face logistical obstacles that make it difficult for them to serve meals in their facilities. East Side Entrees' nutritious, kid-friendly products are designed to eliminate the traditional barriers of serving meals to kids: The convenient packaging means that no additional labor is required to serve the meals, while the fact that the products are shelf-stable and don't require refrigeration enables organizations and schools to keep the products on hand for unpredictable meal counts and emergency situations.

"We are pleased to be partnering with such respected community organizations like the Boys & Girls Clubs of America and the National Association of Police Athletic/Activities League, Inc. help them feed more kids, particularly those who are most in need," says Gary Davis, CEO of East Side Entrees.

East Side Entrees' "grab-n-go" meals are shelf stable - requiring no refrigeration - and, when served with milk, qualify for federal reimbursement when offered as part of an approved federal nutrition program (including lunch, summer and after-school programs). The selection of meals, which includes Breakfast Breaks, Meal Breaks and Snack Breaks, contains quality branded products – like Minute Maid and General Mills - that kids know and love, and are all packed in convenient, kid-friendly boxes or bags.

East Side Entrees will be conducting a training workshop at PAL's National Conference in San Antonio, TX on the simple application process for federal reimbursement of meals/snacks for summer and after school programs.

All chapters/clubs of both the BGCA and PAL will have the ability to order product via East Side's direct online website, www.mealbreaks.com/pal or www.mealbreaks.com/bgca, 24 hours/day or via phone at 516-682-5494, Monday-Friday 9-5 EST. For more information on East Side Entrees visit www.eastsideentrees.com.

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About East Side Entrees

East Side Entrees of Woodbury, New York, specializes in developing and marketing nutritious, student-friendly products to the school foodservice market. Breakfast Breaks were designed to eliminate the traditional barriers to serving breakfast meals to students. To learn more about Breakfast Breaks, go to www.breakfastbreaks.com. Also available are Meal Breaks, the shelf stable supper and lunch meal solution. To learn more about Meal Breaks, go to www.mealbreaks.com.