



One Small Step Teaches Kids and Parents to Go Green with Eco-Friendly Reusable Lunch Ware & School Supplies, Raising Funds for Schools and Non-Profits Along the Way

FOR IMMEDIATE RELEASE

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Oakland, Calif. – January 26, 2008 – One Small Step (www.onesmallstep.com), the online one-stop-shop for non-toxic lunch ware, reusable bottles, school supplies and baby accessories, aims to educate families on how to reduce consumption and make greener choices. To encourage organizations to get on board, One Small Step donates 10 percent of gross sales back to partnering schools and non-profits.

“If we educate our children on a waste-free lifestyle, they will educate their friends and families, ultimately helping the environment,” said One Small Step founder Renata Bodon.

Budget-friendly lunch ware means less waste goes to landfills.

Consider the average child’s lunchtime trash totals up to 67 pounds per school year. For the average elementary school, that’s almost 10 tons of trash a year – just from lunchbox waste. Also, families save money by choosing reusable lunch ware. On average, waste-free lunches cost one-third less, saving approximately \$246.60 per child each year. The investment in reusable lunchboxes, bottles, and other food storage options quickly pays for itself.

One Small Step products are non-toxic, fun, colorful and competitively priced.

- **School Supplies** – Staple-less stapler and eco-friendly pencils from \$4.00.
- **Baby/Toddler** – BPA-free bottles and fun backpacks.
- **Books and Videos** – Healthy lunch making and more from \$8.00
- **Deluxe Sets** – Stunning eco lunch bags with stainless steel food containers.
- **Food Containers/Wraps** – Food wraps, snack bags are an alternative to plastic bags from \$3.00.
- **Lunch Bags/Boxes** – Whimsical and colorful in canvas, neoprene from \$7.00
- **Utensils** – Sturdy bamboo sporks and more from \$2.00.

About One Small Step

One Small Step was founded in 2008 by mother Renata Bodon. When her daughter entered a Montessori pre-school that required waste-free lunches, Bodon found it challenging to find safe, high quality reusable lunch ware. With One Small Step, Bodon makes it easy for parents to find everything they need for a waste-free lunch, while encouraging kids and parents to think and act green. One Small Step offers non-toxic lunch bags and reusable bottles, napkins, utensils and bowls, as well as many food storage options. Prices are competitive and range from \$1.50 (eco-friendly ice packs) to \$52 (To Go Ware Deluxe Set). One Small Step donates 10 percent of gross sales to



partnering non-profits. For more information, please visit www.onesmallstep.com or contact Renata at info@onesmallstep.com or 510-301-1741.