

New Initiative from Market Day to Help Busy Moms Prepare
Back-To-School Meals for Under Five Dollars per Person

A good alternative to fast food meals

The average American eats out more than five times a week, and often, one or more of those five times is at a fast food restaurant. While it's tempting for busy parents to rely on fast food as the preferred dining option, Market Day is proposing that more meals should be prepared at home. It has created "Five under Five": five easy meals that can be created for under five dollars per person for a family of four.

"Eating as a family at home is important for parents and school-age kids, and as we talk with busy parents across the country, it has become clear that they are looking for ways to restore the at-home prepared meal with easier preparation and value," said Kristine Holtz, president and CEO of Market Day and the mother of two school-age children. "That's why our "Five under Five" meal planner makes so much sense."

Holtz explains that each of the five meals is pre-cooked and frozen so they can be prepared in less than one half-hour and they offer a variety of tastes to please both kids and parents.

MONDAY – bring an Italian flair to dinner

Baked manicotti with French breadsticks

TUESDAY –create different tastes with these versatile chicken steaks

Chic'nSteakes (individually wrapped chicken steaks that are 99% fat free),
broccoli florets and mashed potato patties

WEDNESDAY- start the day off with a hearty breakfast

Mini cheese omelets, turkey sausage, microwave pancakes, fruit singles
and orange juice singles

THURSDAY – add pork to the menu (or substitute with Southwest

Chic'nSteakes)

Boneless pork chop, Prince Edward vegetable medley (a blend of whole
green, yellow beans and crunchy sweet baby carrots), and mashed potato
patties

FRIDAY – unwind after a busy week with a pizza party

Cheese pizza, Mediterranean pizza (thin crust made with spinach, sweet
tomatoes, mozzarella and feta cheese), and pepperoni pizza eat-zzas
(individual deep-dish pizzas with a unique flaky style crust).

From a convenience standpoint, busy parents can save even more time shopping by selecting meals from an order form at school, or on line at marketday.com, and the groceries are shipped directly to the school. Parents can pick up kids and groceries in one trip, saving time and gas! Then a portion of the money from each order goes back to the school to help fund student programs or purchase classroom supplies.

"We think that when kids start enjoying at-home meals and busy parents can see that the preparation is fast and the value comparable to other options, the entire family will earn an A+ this school year," adds Holtz.

About Market Day

Market Day, the Original Fundraising Food Cooperative, is the nation's largest food fundraising company. In addition to its flagship monthly food program, Market Day offers a variety of other fundraising options including a gift brochure, restaurant-quality desserts and cookie dough, and a gourmet food catalog. Market Day provides high quality items at a value. Market Day's consultative approach provides custom fundraising solutions for organizations across the country.