

Celebrity Chef on a Mission - Jon Ashton Teams with Fit & Fresh™ to Urge "Generation O" Americans to Eat Healthier

Celebrity Chef Jon Ashton teams with Fit & Fresh to fight childhood and teen obesity with portion-controlled food containers and healthy, kid-friendly recipes developed specifically for each container. Each container is innovative with built in ice packs and portion controlled compartments. Healthy recipes for salads, sandwiches, dips and snacks are available at <http://www.fit-fresh.com>.

Fit & Fresh™, a unique line of products for healthy eating-on-the-go, recently announced a partnership with celebrity chef and television personality, Jon Ashton. After years struggling with his own weight issues, the British-born Ashton has devoted much of his career to spreading the message of healthful cooking and eating across the United States. Fit & Fresh perfect portion containers provide consumers with the tools they need for taking healthy meals to school or work.

Ashton's motivation for the healthy eating partnership is the alarming epidemic of childhood obesity in the United States or what he calls, "Generation O". Numerous scientific studies suggest that portion sizes have significantly increased in the past two decades due to larger servings at fast food and conventional restaurants as well as pre-packaged, processed snacks and meals. This leads to significant health issues for one-third of all Americans who are considered obese or significantly overweight.

"As a young culinary student who was 60 pounds overweight, I learned that the key to fighting obesity is simply less and more," explains Ashton. "Less trans fats, artificial ingredients, and take out food. More flavor, fresh foods and take-in food. The Fit & Fresh containers make it easy to take-in meals and snacks to school and work several times per week that are healthy, delicious and very quick to prepare."

The British-born Ashton currently has his own cooking television show in Orlando, Florida and has appeared on The Tonight Show with Jay Leno, The Today Show, The Food Network, iVillage Television and The Discovery Channel. Audiences have come to know him for his genuine love of food and his highly energetic and sometimes unconventional presentations on stage and television.

Chef Ashton's great-tasting yet simple recipes are specifically designed to deliver the perfect sized portion for meals and snacks. Each recipe can be made in just a few minutes - less time than it takes to run out for take-out food. A complete list of recipes is available at www.fit-fresh.com. In addition to recipe development, Ashton will join the Fit & Fresh team of designers and dietitians to create the next generation of tools for healthy eating. He will also represent Fit & Fresh at educational, public and media events throughout the country.

"Consumers in America are faced with a series of challenges - they want to eat healthy, but today's lifestyle puts people on the go. When they are on the go - their options are limited and today's food containers don't allow families to have choices - fresh, hot or cold meals. The impact of the Fit & Fresh system is that it allows everyone to eat almost any meal, anywhere and keep it hot - hot and cold - or cold," said Brian Carey, Vice President of Fit & Fresh.

In America today the challenge for many families is to stay fit. Levels of overweight and obesity for both children and adults is now at a record status.

According to the American Obesity Association:

- 30.3% of children (aged 6 - 11) are overweight
- 15.3% of children (aged 6 - 11) are obese
- 30.4% of adolescents (aged 12 - 19) are overweight
- 15.5% of adolescents (aged 12 - 19) are obese
- 64.5% of adults (aged 20 and older) are overweight
- 30.5% of adults (aged 20 and older) are obese

"Fit & Fresh allows everyone the opportunity to have a nutritious meal at work or at school. We developed products based on how consumers live their lives. Adults who want to take a salad or soup to work - can now do so - in one container. Moms who want to pack their kids fruit and vegetables for school and keep them fresh and crisp can do so," said Carey.

The Fit & Fresh system provides fresh and healthy "food on the go" by keeping foods safe, fresh and delicious. Fit & Fresh products feature innovative ice packs to keep salads, fruits, vegetables, healthy meals and nutritional shakes cold and delicious. The removable, reusable ice packs keep foods cold for up to 6 hours. Most Fit & Fresh products are microwaveable and all are dishwasher safe.

Fit & Fresh patented-designed containers are designed and produced by MEDport, LLC, based in Providence, Rhode Island. Ashton is CEO of Jon Ashton Enterprises, LLC, based in Orlando, Florida. For more information about the Fit & Fresh product line, Ashton's recipes, and recommendations or where to purchase, visit Fit and Fresh

Fit & Fresh patented-designed containers are designed and produced by MEDport , LLC, a company dedicated to keeping people healthy and fit. Based in Providence, Rhode Island, MEDport develops and markets a wide range of consumer healthcare and nutritional care products and provides OEM supplier services such as pharmaceutical and medical devices. The company currently controls approximately twelve U.S. and international patents and trademarks. MEDport was founded in 1996.

Contact:

Laura Davis
Fit & Fresh
+1 207-755-9470