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LunchWithoutWaste.com helps organizations to fundraise easily online while assisting families to make lunches *litter-less* in a fun way

Stainless steel water bottles, practical and elegant lunch bags for children and adults, cloth napkins, lunch and snack containers are among products available on LunchWithoutWaste.com

Kitchener, ON – LunchWithoutWaste.com makes it easy to raise funds for your cause – be it a charity, community organization, school or sports organization. Products that contribute to a litter-less, fun lunch will easily get the attention of eco-conscious parents. For those who view them as cumbersome and boring, well, it might just get them thinking. LunchWithoutWaste.com has sourced high quality products - stainless steel water bottles, glass, stainless steel and safe-plastic lunch containers, practical and elegant lunch bags for children and adults, cloth napkins, travel mugs and more.

“Green comes in different shades. It doesn’t have to be all or nothing,” says Jana Campbell, the founder of LunchWithoutWaste.com. “Even making a small switch, like filling a stainless steel water bottle with your drink, makes a difference.” While going greener is not usually convenient, many people are realizing that convenience comes with a price. Those who argue that most of the disposable containers packed in their kids’ lunchboxes are recyclable should consider that the recycling process consumes considerable resources including trucking, sorting and re-processing of the used material. We really must focus on the first R – REDUCE!

LunchWithoutWaste.com offers various fundraising options that can be as active or passive as the organization chooses. The online hands-off fundraiser can even run in parallel with other fund raising initiatives. “It’s about planting a seed,” Jana Campbell says. “The whole concept of *litter-less* lunches on a daily basis might be foreign to many people and while not everybody will be on board the first year, the idea will grow in time, and more parents will realize the benefits of going *litter-less*.”

Jana Campbell grew up in Latvia where she had to bring her own empty glass jar to the store to be filled with sour cream. She moved to Canada in 1994 and manages her business while looking after a rambunctious 3 year old. She launched her first online venture – www.kwkids.com which is an online parent guide in June of 2007. She now also manages www.fenigo.com – an online store that carries the same eco-elegant products as www.lunchwithoutwaste.com.

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If you would like to get some tips on litter-less lunches or find out more about *LunchWithoutWaste.com*, please contact Jana Campbell at 519-954-7877 or by email at info@lunchwithoutwaste.com.