



Press Release

**Balanced Day Bags Inc.** has earned the coveted Parent Tested Parent Approved (PTPA) Seal of Approval!!!

March 15th, 2011 **Balanced Day Bags Inc.** is excited to announce that the Balanced Day Lunch Kit has been awarded the PTPA Winner's Seal of Approval. PTPA Media has North America's largest volunteer parent testing community, with over 40,000 parents.

Consumers looking for high-quality products and services can rest assured when they see the PTPA Winner's Seal; it's evidence of product excellence as evaluated by unbiased parent consumers.

Balanced Day Bags Inc. was among many entries from across North America competing to earn the PTPA™ Seal. Because independent parent volunteers evaluate these products in their own homes, PTPA winners are chosen based on merit and consumer experience – not on commercial considerations. As a result, the PTPA Media™ Seal has quickly gained recognition as an international leader in certifying consumer products for quality, effectiveness and value. Their CEO, Sharon Vinderine has appeared on over 40 morning shows as a reliable source for the latest and greatest in family products. The media and parents alike trust the collective opinion that PTPA Media represents.

Being honored with the influential Seal of Approval from PTPA Media Inc. is a huge achievement for a product geared to families, children or parents. "We are thrilled to be able to join outstanding children's companies in the acquisition of the PTPA Seal! Parents have made the Balanced Day Lunch Kit a household name and we are honored to have earned this award!"

~Kathi Blackwell, co-owner

"At PTPA Media, we are proud to play a role in certifying innovative products that families can trust," says Sharon Vinderine, CEO and founder of PTPA Media Inc. "When consumers search for our Seal of Approval on product packaging and web sites, they are essentially searching for validation from their peers. Their peers will have objectively tested and approved these products based on their performance in a real life environment. That type of resource for families is priceless."

Balanced Day Bags Inc.

Originally created to be used for the Balanced Day School system that is becoming widely used in Ontario, the functionality, versatility and design of the Balanced Day Lunch Kit and its accessories have made it a world wide sensation!

**About PTPA Media Inc.**

PTPA Media provides an objective framework for appraising and promoting new products designed to enrich family living. The company's mission is to marry innovative companies with discerning consumers, to improve consumer access to quality products and services for their families and homes.

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