

For Immediate Release

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## **GameBar Introduces the Only Energy Bar to Fight Teen Obesity**

*The first and only sports food ever designed for active teens now available*

<http://www.gamebarenergy.com>

New York City (November 27, 2006) – This month, Homer Enterprises, LLC. will introduce the first ever energy and nutrition bar made specifically for the athletic teen population. GameBar is the first and only food ever designed for active teenagers that promotes both healthy food choices and an active lifestyle.

The two signature flavors, Chocolate Charge and Peanut Power, were created by a food technologist with eight U.S and International patents. Each bar provides 200 calories or less, 100% RDA of vitamins and minerals for teens and no trans-fats, artificial flavors, corn syrup or hydrogenated oils.

Homer Enterprises president, Matthew Cicci, expressed his concern about the status of available healthy food options in schools, “As physical education programs become less prevalent and school food choices continue to be unhealthy, our nation’s youth are more obese and overweight than at any other time in our country’s history.”

Snack food and beverage industry giants have shown little concern with providing healthy snack food options in our nation’s schools. Gamebars have been developed to include only the healthiest of ingredients. “The science behind these bars is meant to keep blood glucose levels stable, thus preventing the typical spike in energy levels or ‘sugar-high’ associated with traditional youth food choices,” said Danny Chawan, food designer and owner of SRIM Enterprises.

According to a study by the Center for Disease Control and Prevention, “Prevalence of Overweight among Children and Adolescents: United States, 1999 – 2000”,

(more)

15.5% of U. S. children ages 12 – 19 are overweight. This represents an increase of 258% since 1974. It is no coincidence that soda consumption by 12 – 19 year olds has increased 75% for boys and 60% for girls from 1977 – 1996 as reported in a 1996 Department of Agriculture Food Consumption survey.

More than 98% of high schools have vending machines, school stores and snack bars where the most competitive foods are carbonated sodas, salty snacks and high fat baked goods. These foods are low in nutrients, high in sodium, fat, added sugars and calories. Not surprising, most major beverage companies have exclusive “pouring rights” in more than half of these schools granting them the power to decide product type, placement and promotion. This makes it virtually impossible for a small start-up or health food alternative to break into the highly competitive snack food arena of American high schools.

Focus group testing with teen athletes confirms that these bars are affordable, desirable and great tasting. Not only is GameBar a revolutionary idea worth embracing, but it is also a necessary concept that every school, parent and health advocate should get behind. Healthy food choices, increased physical activity and good nutrition need to be implemented at an early age. To learn more about how your school, child or athletic team can benefit from GameBar, go to [www.gamebarenergy.com](http://www.gamebarenergy.com) and request more information, samples or literature under the ‘contact’ heading.

#### **About Homer Enterprises, LLC.**

Homer Enterprises, LLC, is a youth nutrition and energy food company that was founded in early 2005. Homer Enterprises produces products that provide sustained forms of energy, specifically in the form of nutrition/food bars for active teens. The company is owned by Matthew Cicci, a health and fitness professional with over 10 years experience in corporate, commercial and not-for-profit fitness. Having held numerous fitness certifications from some of the industries most respected governing bodies, he is also completing a Master’s Degree in Exercise Science. For contact information please call (315) 440-0930 or e-mail at [macicci@aol.com](mailto:macicci@aol.com).

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