



## LUVO CEO CHRISTINE DAY TO SPEAK DURING THE 2015 BUILDING A HEALTHIER FUTURE SUMMIT

**Vancouver, Canada February 24, 2015**—Luvo, the revolutionary frozen food company that offers chef-inspired, nutritionist-approved meals made from high quality ingredients, announced today that its CEO, Christine Day, will speak during the plenary session at the Partnership for a Healthier America (PHA)'s [2015 Building a Healthier Future Summit](#). The summit brings together some of the nation's most prominent leaders on behalf of PHA, which works with the private sector and PHA Honorary Chair First Lady Michelle Obama to make healthier choices easier for busy parents and families.

Day's session, "Corporate Innovators: Leading the 'Healthier' category," will focus on the unique challenges and opportunities that brands like Luvo face in bringing nutritious foods to market. Day, who previously served as CEO of lulemon athletica, will discuss Luvo's strategic approach to making good food a good business.

"We are bringing fresh to the freezer aisle, with delicious, wholesome, and convenient meals at a reachable price point. Luvo has cracked the code on developing great tasting food that is also highly nutritious and convenient so the consumer never has to compromise. Consumers are actually ahead of the market here, so we're bringing meals to market that they're already looking for," explains Day. Her plan to disrupt the category expands beyond the grocery store and into office buildings where vending machines and micro-markets provide unique access to healthy meals.

"Luvo is an innovative brand that is working in new ways to make healthier choices easier," said PHA CEO Lawrence A. Soler. "Their product line offers consumers tasty, affordable choices, and we look forward to welcoming them to this year's Summit."

### **About Luvo**

Luvo was founded on a simple idea: To love our food — how it tastes, what it does for our health and how it makes us feel nourished and happy. Luvo develops, manufactures, markets and sells healthy retail food products, including flatbreads, soups, and fresh and frozen ready-made entrees. Luvo works with its suppliers to ensure the quality of its ingredients, giving top consideration to eco-friendly practices that promote sustainability and ethical sourcing and products that are environmentally sound and health-sustaining. To learn more about Luvo, visit [www.luvoinc.com](http://www.luvoinc.com), like us on Facebook and follow @Luvolnc on Twitter.

**About the Partnership for a Healthier America (PHA)**

PHA is devoted to working with the private sector to ensure the health of our nation's youth by solving the childhood obesity crisis. In 2010, PHA was created in conjunction with – but independent from – First Lady Michelle Obama's Let's Move! effort. PHA is a nonpartisan nonprofit organization that is led by some of the nation's most respected health and childhood obesity experts. PHA brings together public, private and nonprofit leaders to broker meaningful commitments and develop strategies to end childhood obesity. Most important, PHA ensures that commitments made are commitments kept by working with unbiased, third parties to monitor and publicly report on the progress our partners are making. For more information about PHA, please visit [www.ahealthieramerica.org](http://www.ahealthieramerica.org) and follow PHA on Twitter @PHAnews.

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