



For Immediate Release

## **FIRST-OF-ITS-KIND EATING AID REACHES THE TODDLER MARKET**

### **Entrepreneurial Moms' Creation Promotes Independence and Minimizes Mess at Mealtime**

DANVILLE, California (AP News/Business Wire) – April 30, 2008 – Michele Wong and Paige Akabane of HATCH, are Mom inventors with an original product for the toddler market. My Plate-Mate is a children's learning tool for eating. "Envision a product that could assist a toddler to learn how to eat with a plate and utensil, without the usual mess and clean-up! My Plate-Mate does that...It helps toddlers learn how to eat like big kids and minimizes the mess that comes with toddler meals," says co-founder, Akabane.

My Plate-Mate is a spill-guard that attaches to the rim of a standard plate to prevent food from falling off the plate while a child eats. It can be interchanged and used with any 8" – 9 ½" plate. Parents welcome this new learning tool into their homes to help their children eat more efficiently during mealtimes. My Plate-Mate's innovative design helps a child to scoop food onto their utensil with ease. There is less of a mess to clean up after meals. My Plate-Mate can be used by children in early childhood through the age of 6.

My Plate-Mate also promotes healthier eating for kids and their families. Many parents feed their children finger foods that are convenient to eat but that are not necessarily nutritious. Now entire families can eat the same wholesome meal. My Plate-Mate helps to corral food on a plate making it possible to eat any type of food. My Plate-Mate simplifies meals for kids and makes mealtime a more enjoyable experience for the whole family.

My Plate-Mate is made in the U.S.A. using FDA approved plastic. It is lead-free and does not contain PVC, phthalates, polycarbonates, or bisphenol-a. It is dishwasher-safe and is conveniently portable, so that children can enjoy their meals anywhere.

The toddler market is not the only group benefitting from My Plate-Mate. A second product line exists for seniors and special-needs groups to help individuals regain or maintain their independence during mealtime. HATCH reports that interest in My Plate-Mate has come from a diverse customer base. Co-founder Wong comments that although initial sales have been brisk and have come primarily from the toddler market, support for My Plate-Mate has also come from nursing homes, associations for the blind, and parents of children with special needs.

## About HATCH

HATCH was founded by Michele Wong and Paige Akabane. Their goal as co-founders is to produce meaningful, quality, products that help others while emphasizing independence and assisted learning.

HATCH's current sales categories include toddler, preschool, early learning, eldercare, and special needs markets. HATCH products are currently sold in specialty stores and on the My Plate-Mate website. The suggested retail price is \$7.95 for Kid's products and \$10.00 for the Senior's line. HATCH is headquartered in Danville, CA.

Contact:

For information on product releases, photos, samples, and packaging:

Michele Wong or Paige Akabane

Phone: (925) 272-0745 email: [info@MyPlate-Mate.com](mailto:info@MyPlate-Mate.com)

URL: <http://www.myplate-mate.com>

###