



For Immediate Release

CHILDREN'S BIRTHDAY PARTIES: BRING ON THE FUN WITHOUT BREAKING THE BANK

ST. SIMONS ISLAND, GA. (Sept, 2011) – Despite the popularity of shows like “Outrageous Kid Parties” and “My Super Sweet Sixteen” in which parents easily spend tens of thousands of dollars for a few hours of extreme birthday fun, most moms and dads aren’t looking to plan a party that breaks the bank. In fact, as the economy continues to take a toll on disposable income, more and more parents are looking at creating memorable birthday parties that offer more bang for the buck.

“A child’s birthday party shouldn’t be a major line item in a family budget like utilities, rent and food,” says Jennifer Meetz, director of marketing for [Farm Rich](#), the frozen appetizer and snack brand. “But just because you’re not taking out a loan for the party doesn’t mean that it can’t be fun and put a smile on your child’s face.”

In fact, explains Meetz, [Farm Rich](#) believes with a little creativity, parents give their child a dream party without the expense. Here are a few quick for making your child’s next birthday party simple and easy but full of fun:

- **No “Keeping up with the Jones.”** Instead of hiring an expensive party planner to organize the most over-the-top party on the block, host a birthday party that reflects your lifestyle, child and budget. “Why not host a party that’s remembered for the fun everyone had, not the money you spent. No one – especially the kids – will know the difference,” says Meetz.
- **Backyard Energy Zappers.** While pricey inflatable jumpers keep kids active, your own backyard can be filled with giggles, outrageous fun and sweaty kids thanks to inexpensive (or free), classic games. Three-legged races and wheel barrel races are not only fun, but good exercise as well. And, if it’s a hot summer day, kids and teens alike can beat the heat with water balloon fights.
- **Simplify Your Menu.** Forgo time-consuming preparation and give yourself extra time to enjoy your guests by serving easy to prepare, wholesome appetizers that can go from freezer to table in just minutes. Kid favorites like Farm Rich [cheese sticks](#), [stuffed pretzel bites](#) or [mozzarella bites](#) are perfect finger foods for little hands. Satisfy parents by preparing Farm Rich [mini quesadillas](#), [mini pizza slices](#), or [stuffed jalapeño peppers](#).
- **Decorations.** No need for fancy tables, set with beautiful flowers or grandma’s china. Simply cover picnic or card tables with inexpensive craft paper and let the kids draw. You can even frame a couple of your child’s favorite drawings as a reminder of the best birthday ever.
- **Make the Food Part of the Fun.** Most kids like to cook and create, so why not combine both? For example, heat up [Farm Rich French toast sticks](#) and then let party goers create their own strawberry shortcake – a summertime favorite. <http://www.farmrich.com/6/10/recipe/strawberry-shortcake.php>

“Every parent wants to give their child a great birthday party. With a little planning, you can create a party that’s the talk of the neighborhood – not for its price tag, but for its fun,” sums up Meetz.

About Farm Rich

A leading brand of [Rich Products Corporation](#), [Farm Rich](#) (www.farmrich.com) is based in St. Simons Island, Ga., and features a successful portfolio of frozen snacks and appetizer products sold at grocery and club stores nationwide. Featuring the tagline, “Keep ‘em Happy,” Farm Rich makes wholesome, great-tasting snacks that are sure to please family and friends. Visit www.farmrich.com or the brand’s [Facebook](#) page at <http://www.facebook.com/FarmRichSnacks>. Follow on [Twitter](#) at @farmrichsnacks. Video is available on [YouTube](#) at <http://www.youtube.com/farmrichsnacks>.

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