

"Kid's Choice Awards" Gift Lounge About Giving Back, Promoting Wellness

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Los Angeles, CA (CNS) - The "Kid's Choice Awards" Celebrity Gift Lounges are going to be about a lot of getting this year, of course. But for the first time, it's also about giving back. In honor of the celebrities attending the lounge, Stouffer's is donating enough funds to feed over 70,000 people in order to give back during the economic recession and also to promote family dinners, which studies directly correlate to better grades and less alcohol or drug use. To help celebrities get started, they will be gifted Stouffer's dinners for one month.

"Celebrities are trend setters," Melanie Segal explains, owner of Platinum Publicity and host of Melanie Segal's Lounge. "If we can encourage celebrities to show the world the importance of family values and giving back, then we can slowly make the world a better place: one meal at a time."

Also looking to promote wellness at the Awards Lounge is Gymathtics, a new innovative exercise program that teaches math as well as healthy lifestyle concepts. That's right. You'll be working out math problems while you work out.

"Our passion is to help children exercise their minds and bodies to develop a healthy lifestyle for a successful life ahead," said Carrie Scheiner, founder of Exploramanía. "Many celebrities share the same passion of helping children and we look forward to sharing the Gymathtics product with them."

The event isn't all about changing lives, of course. The lounges will

still be giving away the latest fashion trends and gadgets as well. There is expected to be gifts from Dance Dance Revolution, Transworld Skateboards, PNY computer electronics, K'Nex, P.A.C. Perfect, and more.

So the casts of "High School Musical," "Hannah Montana," and so on can fret not. It's still about the gifts. Says Segal, "We've just added a way to give back to society at the same time!"