

For Immediate Release

Albertan Parents Deny School-Related Time Crunch

But 40 per cent ask for tools to help manage time

TORONTO, (October, 2005) — Thirty minutes here, one hour there – it all adds up. According to the *Tetra Pak Time Crunch Survey*, while Albertan parents are more likely than anyone else to say they don't feel a school-related time crunch in the morning, at the end of the day they, more than parents anywhere else, want time management tools.

The Tetra Pak Time Crunch Survey discovered that:

- 74 per cent spend more than 30 minutes a day preparing their kids for school by making and packing lunches, packing school bags, and prepping clothes
- And while 62% say they do this preparation at night to ease the morning rush
- And 67 per cent say they don't feel a time crunch in the morning
- 40 per cent ask for time management tools, more than anywhere else in the country
- Perhaps because:
 - 55 per cent spend more than an hour a night hitting the books with the kids
 - Almost half (48 per cent) pick up or drop off their kids from school
 - 74 per cent spend up to three hours a week attending or helping with their children's extracurricular activities – be that a sports game, school play or PTA meeting

In order to help Canadian moms and dads get a handle on school schedules, Tetra Pak Canada, best known as producers of the popular "drink box" carton, has teamed with time management expert and author Tracy Lyn Moland of Calgary to create the downloadable *Tetra Pak Time Crunch Guide*.

“I’ve worked with Tetra Pak Canada to create the *Tetra Pak Time Crunch Guide*, a free, downloadable resource that will provide tips to help manage this time. In particular I’ve looked at how parents can take the chaos out of their morning rush while ensuring their kids get out the door with a nutritious meal inside them and another in their hand,” said Moland, author of *Mom Management, Managing Mom Before Everybody Else*.

The *Tetra Pak Time Crunch Guide* contains easy-to-follow tips that will help parents get back control of their diaries such as:

- Get yourself ready first in the morning
- Prepare packed lunches in advance and throw in a couple of frozen drink boxes to keep the lunch cool and safe
- Get kids to pick out their clothes the night before
- Delegate – yes, even to the kids

For other time management tips for parents and some simple school meal ideas log onto Tetra Pak’s Web site at www.tetrapak.ca and download the *Tetra Pak Time Crunch Guide*.

The *Tetra Pak Time Crunch Survey* was conducted by Leger Marketing through telephone interviews among a representative sample of 500 Canadians with school age children. The maximum margin of error for this study is ± 4.5 per cent, 19 times out of 20.

Tetra Pak Canada Inc.

Tetra Pak Canada, which is based in Richmond Hill, Ontario, provides integrated processing and packaging systems to food manufacturers. In Canada, the company is best known for its popular Tetra Brik® Aseptic “drink box” carton, which is safe, convenient, and recyclable. For further information about the company, visit the Tetra Pak Canada Web site at www.tetrapak.ca.

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