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Food Allergy Musician, Educator to Develop the First Kid-Focused DVD for Schools K-6 and at Home

\$20,000 Kickstarter Campaign To Enable Production of Sought After Food Allergy Video

TORONTO (Nov. 20, 2014) – Kyle Dine, the world’s first food allergy musician, educator and entertainer to teach about allergies, empathy and safety through engaging performances, will launch a \$20,000 Kickstarter campaign on November 21 to fund production of a resource DVD geared to children grades K-6. “Kyle Dine & Friends™” will be the only comprehensive video available for educating elementary school students, families, teachers and communities, throughout the US and Canada.

Life-threatening food allergies, celiac disease and dietary restrictions are a growing global phenomenon. Allergic to peanuts, tree nuts, eggs, seafood and mustard since childhood, Kyle is intimately connected to these issues and currently works for Anaphylaxis Canada.

“Education about these conditions can likely have an effect on reducing societal challenges, like seclusion and food-related bullying,” said Kyle. “Reaching our \$20,000 fundraising goal is critical, as schools and communities across the US and Canada need more tools to engage, motivate and educate kids and communities on these life and death issues,” added Dine.

Kyle will be serving a community and educational market that's eager for resources that help raise awareness and spark conversation. “Teaching children about food allergies in this fun and interactive way may help them develop a sense of empathy and understanding for others,” added Gina Clowes, Director of Education, Food Allergy Research & Education, FARE.

After a severe anaphylactic reaction in 2005, Kyle channeled his passion for music, early education and performing into original songs for two CDs, scripts and activities to empower everyone on the mission of awareness and anaphylaxis avoidance. Kyle has shared his unique style of catchy songs, zany puppets and memorable games with more than 500 elementary schools and almost one million students and advocates.

“Schools are ethically required to provide a safe learning environment for all students to reach their potential,” said Jessica Ann Morris, co-founder of the Food Allergy Network. “K-6 struggles with a lack of age-appropriate resources. The Kyle Dine and Friends DVD is an affordable, fun and vital solution to educate without hiring an outside speaker.”

With support from renowned allergists, healthcare professionals, principals, teachers, families, support groups and global organizations, such as Anaphylaxis Canada and Food Allergy Research & Education (FARE), Kyle Dine & Friends will fill a widespread educational gap. Kyle will feature his most beloved characters, such as Epi Man™, Chef Allergie™, Miss DeLabel™, and Pierre the Peanut™ to help him “dish out” information about causes, signs and symptoms of anaphylaxis, as well as easy-to-implement practices for keeping each other safe at school and home.

To back the Kyle Dine & Friends fundraising campaign on Kickstarter, which runs Nov. 21 – Dec. 20, 2014, and/or learn more about Kyle and his CD/DVD resources, visit www.foodallergyvideo.com.

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