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## **BOSTON MARKET® & LISA LESLIE CHALLENGE FAMILIES TO ‘LOG OUT LOOK UP’** *New campaign emphasizes importance of having meaningful family meal time*

**GOLDEN, Colo. (August 6, 2015)** — One of the most important things you can do with your child is to eat dinner together. But with busy schedules and countless distractions, family dinners can easily fall by the wayside, especially today with the preponderance of technology devices, multiple screens and 24/7 connectivity. That’s why [Boston Market](#), a national fast casual chain invented to help busy families put a wholesome meal on the table, has teamed up with Olympic Gold Medalist, Basketball Hall of Fame inductee and celebrity mom [Lisa Leslie](#) to challenge families to [Log Out Look Up](#).

The new Log Out Look Up campaign is a simple reminder to remove the barriers that stand between families and spending quality time together by logging out of our devices and sitting down for a great meal, filled with fun and meaningful conversation.

“Boston Market knows about the value of a great dinner. Our mission is to be a resource to help busy families put a wholesome meal on the table that tastes like it was prepared at home, said Sara Bittorf, Chief Brand Officer of Boston Market. “Log Out Look Up is about bringing back the joy of family dinner before our crazy schedules and technology got in the way. We hope it will play a part in building happier families and healthier kids, one meal at a time.”

Recent studies link regular family meals with the kinds of behaviors parents want for their children – higher grade-point averages, resilience and self-esteem. Additionally, family meals are linked to lower rates of substance abuse, teen pregnancy, eating disorders and depression.

“I’m proud to be involved in the ‘Log Out Look Up’ campaign because spending quality time together is one of the best things we can do for our families. It’s the perfect time to bond with our kids, teach healthy eating habits and have fun together while enjoying a delicious meal,” said Leslie. “Busy schedules will always pose a barrier, but with a little planning and support, family dinners can become a household staple.

Once devices are turned off, many families may wonder how to keep kids engaged while creating impactful conversations at the dinner table. To answer this question, [The Family Dinner Project](#), a growing movement of food, fun and conversation about things that matter, offers a variety of resources, including dinner games, conversation starters and even fun ways to get kids involved with food prep.

“The family dinner is one part of our day that is real and tangible in a world that’s increasingly virtual,” said Lynn Barendsen, Executive Director of The Family Dinner Project. “Enjoying food, fun and conversation without distractions is a way to really focus on what’s important in our lives.”

The Family Dinner Project also offers a few tips for people interested in getting involved in ‘Log Out Look Up’:

- You don’t have to have dinner every night to reap the benefits.
- Hectic schedules? Get creative: picnic before the game, breakfast for dinner, family snack time when everyone gets home.

- The dinner table is the best place to tell stories, and kids who know their family stories are more resilient and feel better about themselves.
- Rituals like dinner give us perspective to better cope with a world that often feels frenzied and out of control.

A new survey recently conducted by Boston Market found that Sunday is the most popular day of the week for family meals together. To help families spend even more time together, Boston Market will offer a special Buy One, Get One Free deal for a limited time only. Guests who make a purchase between Sunday and Friday during the week, will receive a special Saturday receipt coupon for a Buy One Individual Meal and a Drink, Get One Individual Meal FREE\*.

To join the conversation about family meal time, visit [www.bostonmarket.com](http://www.bostonmarket.com) and [thefamilydinnerproject.org](http://thefamilydinnerproject.org).

*\* Limited Time Only. Valid with any Individual Meal, Whole Sandwich, Whole Sandwich Combo, Salad Bowl, or Market Bowl. Valid on Saturday of same week only. Must have receipt or coupon to redeem offer. If placing your order online please choose "pay at restaurant" and present this receipt for discount at time of pick up. One entrée, one receipt per person, per transaction. Discounted meal of equal or lesser value than meal purchased. Valid only at participating Boston Market restaurants.*

### **About Boston Market**

Boston Market Corporation, headquartered in Golden, Colorado, has given time back to busy families and individuals for 30 years with quality, home style meals at a convenient value in 456 locations nationwide. A staple on dinner tables, Boston Market prepares its fresh, never-frozen, natural chicken in signature rotisserie ovens and features an extensive selection of home style sides and made from scratch cornbread. In 2011, the company completed updates to locations across the country, adding new healthier menu items and enhancing the dine-in experience. As one of the country's largest providers of catering services, Boston Market offers convenient, same-day orders and delivery for corporate and personal events of all sizes. For more information, visit the company's website at [www.bostonmarket.com](http://www.bostonmarket.com). For the latest news and deals, follow [@bostonmarket](https://twitter.com/bostonmarket) on Twitter or join us on [Facebook](https://www.facebook.com/bostonmarket).

### **About The Family Dinner Project**

[The Family Dinner Project](http://thefamilydinnerproject.org) is a movement that champions family dinner as an opportunity for family members to connect with each other through food, fun and conversation about things that matter. Years of scientific research documents the many physical, mental health and academic benefits of family dinners. This research tells us why family dinners are meaningful, and The Family Dinner Project shows families how to make it fun and meaningful. With online resources and community-based programs, we help families improve the quantity and quality of their meals together – making dinner simpler, more nutritious, more fun and more meaningful. The Family Dinner Project helps families make real, lasting change to their mealtime habits and the benefits for families go way beyond mealtime. Families have told us that The Family Dinner Project has changed their lives.