

## TRAVEL

# A Helpful Tip for Summer Road Trips

NewsUSA

(NU) - When 39-year-old Tricia Martin was a young girl, summer vacation often meant a three-day drive from the northwest suburbs of Chicago to Denver. It meant sweating in a station wagon without air conditioning, feeling carsick and fighting with her younger sister. It also meant lots and lots of fast food.

“We’d wake up and have a huge breakfast, stop at McDonald’s or Burger King for lunch and dinner,” says Martin. “It was the ‘70s! My parents didn’t think about calories, much less trans fat. And gas was so cheap. It probably costs me more to fill up a tank [of gas] than it cost my parents to feed us the whole trip.”

When Martin hits the road with her husband and two children this summer for their first big driving trip, fast food is decidedly not on the menu. “We eat healthy at home. Why change on a road trip? We’ll pack a ton of good food and snacks, and stop at local markets to buy groceries along the way. It should be cheaper, too.”

She is not alone. This summer, when millions of families pack up their cars in the midst of a slumping economy, many will be looking for ways to cut costs. Savings likely won’t be found at the gas pump, as analysts predict a typical summer price jump.

But paying for empty calories and saturated fat is not the only option. In lieu of the drive-thru, many families are now bringing food along for the ride. And they’re turning to products like California Innovations’ insulated coolers to keep their meals fresh. Their collapsible coolers have high-density thermal insulation



**Bring a cooler so you can enjoy healthy meals on the go.**

that keeps food and drinks cold for an entire day of driving. And once the contents are gone, they can be collapsed and stored under a seat to save precious cargo space.

Many families pack a smaller cooler, like the Zipperless Hardbody, for snacks. With its easy-access lid, drivers can reach in and grab food or drinks without taking their eyes off the road. Both products have easy-clean, leak-proof linings so they can be wiped down and refilled for the next day of driving. Offered in a variety of styles, sizes and colors, California Innovations coolers give families a new way to eat better and cheaper on the road this summer.

When the Martin family takes off for vacation, it will be in an air-conditioned car with plenty of healthy meals and snacks. “I just don’t want my kids getting hooked on fast food,” Martin says.

For information about California Innovations coolers, visit [www.californiainnovations.com](http://www.californiainnovations.com).