Real Food Blends Kicks Off Feeding Tube Awareness Week by Launching The Brian Liebenow Award

Company Creates Annual Award In Honor of Truly Special Feeding Tube Industry Advocate

CHESTERTON, Ind. (PRWEB) February 04, 2019 -- Real Food Blends, makers of 100% real food meals for people with feeding tubes, and the company that started a real food revolution in the medical community, is proud to announce the creation of The Brian Liebenow Award. The launch of this new annual award is part of the company’s celebration of Feeding Tube Awareness Week, a worldwide event created by the Feeding Tube Awareness Foundation to increase awareness of people with feeding tubes and enteral nutrition.

For the inaugural year of The Brian Liebenow Award, Real Food Blends recognizes the award’s namesake, a veteran, husband, father, and cancer survivor who has faced his feeding tube journey, and life in general, with kindness, compassion, and a truly awesome sense of humor. After struggling with traditional feeding tube formulas, Brian turned to a home blended diet and became a champion of real food for people with feeding tubes. He then became one of Real Food Blends’ earliest and most vocal supporters, using the company’s meals for greater flexibility at home and during his many travels.

“When we were talking about creating this award, Brian was the very first person we thought of to honor. Besides being a huge supporter of real food for people with feeding tubes, and one of the most active supporters of our meals, Brian is a wonderful example how to live life with a positive attitude no matter what challenges come your way. We’re thrilled to be able to recognize him in this way and give back just a little of what he has given to us and the entire feeding tube community,” said Real Food Blends Co-Founder & CMO, Tony Bombacino.

Each year during Feeding Tube Awareness Week, Real Food Blends will present The Brian Liebenow Award to the person who most demonstrates outstanding courage, advocacy, compassion and leadership within the tube feeding community -- all with a sense of humor, hope and humility along the way. Each award winner will receive $1,000 and the company will also donate $500 to the charity of the winner’s choice in their name. Each year the award recipient's story will be featured in a national press release and across RFB's Facebook community, where they will be honored in front of over 105,000 people.

“We’ve known Brian almost since the very beginning of Real Food Blends. He’s faced so much more than his fair share of health struggles, and through it all he’s never lost his kind heart and sense of humor. Every day he shows how you can live a full and active life with a feeding tube,” said Julie Bombacino, Co-Founder & CEO of Real Food Blends.

“My college roommate always told me the ‘Brian Liebenow Award’ would be an annual prize for the individual who has contributed the least to society. Well, who’s the big winner now, Dave?!? Seriously though, I sincerely appreciate everything Real Food Blends does for the tube-feeding community. I used to view my tube as a curse, but because of my feeding tube, I’ve been introduced to a huge community of kind, generous people from around the globe. Real Food Blends is an integral part of that community. Without Real Food Blends, I wouldn’t be able to eat meals in parks, on planes, trains, boats, or in the car. Real Food Blends has given me freedom, and I will forever be grateful to them for that,” said Brian Liebenow.

Real Food Blends chose to launch this award during Feeding Tube Awareness Week both in honor of the
company’s support of the Feeding Tube Awareness Foundation and as another way to bring attention and awareness to feeding tubes and how they help improve the lives of hundreds of thousands of kids and adults every day. Hundreds of conditions can lead to a person needing a feeding tube and whether they are used temporarily or, as in Brian’s case, long term, they help improve and save lives.

To learn more about Real Food Blends meals, which feature 100% real food for people with feeding tubes with no preservatives or corn syrup, visit RealFoodBlends.com or Facebook.com/RealFoodBlends.

ABOUT REAL FOOD BLENDS
Real Food Blends makes 100% real food meals for people with feeding tubes. Born from Julie & Tony Bombacino’s love for their own tube-fed son and a belief that we all deserve real food and nutritional variety, the meals are free of corn syrup and preservatives, are shelf-stable and covered by many insurance plans. With millions of meals sold, they are available nationwide through DMEs, medical supply and home infusion companies or direct via RealFoodBlends.com and Amazon.com.
Contact Information
Tony Bombacino
Real Food Blends
http://www.RealFoodBlends.com
+1 708-359-1626

Online Web 2.0 Version
You can read the online version of this press release here.