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Richelle Nassos (Founder and CEO):

Richelle Nassos has always had a love for parenting and a passion for family. Her mission is to be actively involved in volunteering whether it is with organizations such as Big Brothers Big Sisters or St. Vincent De Paul. One of her greatest joys is giving her time at her oldest son's school. While balancing the adventure of having a new tot in the home, like many working moms, Richelle always makes it a priority to give her extra moments helping others.

She has always focused on professional career choices that have allowed her the reward of helping others. For 8 years she was a head hunter helping people find jobs across the state with some of the largest Fortune 100 and 500 companies. In 2001 she assumed management of one of the largest immigration companies in the valley, assisting legal immigrants to process their naturalization papers throughout the United States. In July 2006 Richelle proudly announced that me4kidz would become her full-time job, of course second to being Mom to her then 7-year-old son, Cody, and 10-month-old, Luke.

After years of diligent market research and sharing stories with mothers alike, Richelle found an overwhelming need in the juvenile industry to offer a quality, user-friendly first-aid kit that would be both comprehensive and would encourage heightened awareness of the most common childhood injuries.

Richelle's personal mission is to inspire parents and caregivers to want to be better prepared in their child's time of need and she feels confident that the thorough, organized and kid-friendly approach of the medibag™ is a great place to start.

After all..."part of growing up....is falling down."



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Pete Nassos (Marketing & Sales):

Coming from a family of physicians, the concept of helping others in their time of need was always a focal point in Pete's life. Although he did not take the path of being a doctor, he took the journey of finding a career that would give him the great reward of "making a difference." After years of success in technical oriented industries and holding positions such as Corporate Vice President with publicly-traded companies and creating successful partnerships with some of the world's largest corporations such as Ford Motor Company, Cendant Corporation, AOL, Home Depot and Microsoft to name a few...his journey led to fulfillment with the start of me4kidz.

Pete is the entrepreneurial spirit that fueled the launch and now success of Richelle's great idea! Pete had a long history of starting, growing and selling several businesses and this experience laid the groundwork for the long journey that was ahead of them in the start of another company that the Nassos couple would call their own.

Pete left the corporate world in August of 2004 to be the lead person that would be responsible for all the operational processes that are involved in starting a new business. Three years into his journey Pete can proudly say that he has finally found a career that is "making a difference."

Pete and Richelle proudly affirm that the only reason that they have been able to give up two stable income careers, raise two children and start a new business all at the same time...is because of their faith in Christ.

"...with God all things are possible."

-Matthew 19:26