



Melanie Nelson of Learning ZoneXpress wins local HEIB award

Roseville, Minn. (May 24, 2011) – Melanie Nelson, the founder and owner of Owatonna-based Learning ZoneXpress, has been selected as the 2011 Twin Cities Home Economist in Business.

[HEIB](#) is an 85-year-old organization dedicated to identifying the trends and integrating the needs of consumers into the design and marketing of goods and services. “Melanie is long overdue for this award,” said President Cindy Jurgensen. “She’s a real leader and visionary in the Family and Consumer Sciences field.”

[Learning ZoneXpress](#), which Nelson started in 1997, dreams, designs, and creates “edu-taining” resources for teaching life-skills to young people. The trajectory of growth for Learning ZoneXpress has continued even as teachers are cut. The wildly creative products focus on wellness and nutrition information. Content information has been traditionally taught in Home Economics classes and now the messages have morphed to other new sectors; teachers for early childhood, public health professionals for their clients, and school nutrition directors for school lunchrooms.

The company develops over 100 new products each year, including school posters, DVDs, curricula designed to integrate physical activity with reading education, and kid-friendly games. Fifteen hundred (1,500) proprietary products are available on-line.

“I love teachers,” said Nelson. “We have integrity and passion, and they’re the experts in the educational world. I’m proud to provide visual wellness products so we all learn!”

For more information about HEIB, contact Rachel Pederson at (763) 241-2104 or rachelpederson@charter.net.

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