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### **About Melinda Hicks**

Melinda Hicks co-founded Big Time Tea, the parent company of Little Me Tea, in 2008 with her husband, Michael, when their daughter Julia turned four and they realized with great frustration the lack of healthy, low sugar drink options for kids. An avid tea drinker and advocate for an all-natural, organic lifestyle, Melinda began experimenting in her kitchen and created blends of drinks for Julia using caffeine-free teas splashed with organic juices. Julia loved Melinda's concoctions and so did her friends who came for play dates. Other moms gave such great feedback, support and encouragement that Melinda created Little Me Tea.

Prior to creating Little Me Tea, Melinda worked in advertising and marketing for over 20 years in major TV markets and also ran her own production company. Her advertising career started at WSVN-TV in Miami, one of the most cutting-edge stations in the country, where she won numerous regional Emmys before moving on to stations in Chicago, Boston and Atlanta. She spent two years at Cox Communications' anchor station, Atlanta's WSB-TV, as executive producer of creative services where she produced image campaigns, managed a team of promotion writer/producers and played an integral role in market research and focus groups.

As president of Big Time Tea, Melinda oversees operations in all aspects of the business, specifically product development, manufacturing and sales and marketing.

Michael, a seasoned executive and expert in the broadcast / satellite industry, is COO of Big Time Tea and oversees operations, logistics and finance. Together, Melinda and Michael are the dynamic duo that leads Big Time Tea, but more importantly they value their teamwork as they raise Julia in the healthiest environment possible. The family lives with their three dogs and seven cats in a farm-style home in the Atlanta area, which has several eco-friendly features including cork floors, all natural pest and weed control, water-saving rain barrels and an organic garden.

### About Little Me Tea

Little Me Tea is a product of Big Time Tea Company, privately held and wholly owned by Melinda and Michael Hicks. Founded in 2008, Big Time Tea is a family company committed to improving the health of children everywhere. Frustrated by the lack of healthy drink options for their little girl, Melinda and Michael created delicious blends of

caffeine-free tea kicked up with fruit and vegetable juices. Rich in nutrients and super-low in sugar, Little Me Tea is certified organic. Big Time Tea Company is committed to the environment and is a member of the Organic Trade Association. For more information including health tips, visit: [www.LittleMeTea.com](http://www.LittleMeTea.com).

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Artwork and images available via: [www.LittleMeTea.com](http://www.LittleMeTea.com)