

****MEDIA ADVISORY****

FOR IMMEDIATE ACTION

Contact: Stephanie Hill | (713) 520-0443 | stephanie@recipe4success.org



RECIPE FOR SUCCESS EXPANDS POPULAR COOKING & GARDENING SUMMER CAMPS

Foundation offers lessons in global culinary exploration and food marketing for pint-sized foodies

DATELINE JANUARY 12, 2015. HOUSTON, TX. Recipe for Success Foundation will grow its summer offerings to include seven sessions of its popular Eat This! Summer Camp in June and July 2015.

Participants in the five-day camps, designed for ages eight to eleven, choose from two program tracks:

- Learn how food products are developed and marketed to the American consumer. Camp culminates with a project to turn fresh, whole ingredients into a healthy prepared food product, including collaborating as a team to develop branding and packaging for their creation.

OR

- Embark on a cultural and culinary expedition that follows the story and recipes found in Recipe for Success' children's cookbook series, *Eat It! Food Adventures with Marco Polo*. Destinations offered include Greece and Vietnam, Italy and India, or China and the Middle East.

According to researchers at Cornell University, Americans make more than 200 food-related decisions a day. And in 2006, the Institute of Medicine reported that roughly \$10 billion a year spent on food marketing is directed at children to influence those decisions. That's why Recipe for Success' summer programs strive to both help kids understand how food is marketed to them and expose their palettes to a variety of flavors, rather than just "kid foods".

Lessons taught in camp echo efforts in the Foundation's Seed-to-Plate Nutrition Education™ offered in schools to change the way children eat and enable them to make a lifetime of healthy eating decisions.

Eat This! Summer Camp takes place at **RecipeHouse** in the Museum District at 4400 Yupon Street, Houston, Texas, 77006. **2014 dates:** Food Marketing: June 1-5; June 15-19; July 13-17; July 27-31; Global Cuisine: June 8-12; June 22-26; July 20-24; sessions run 9am-3pm. Camp offered for children age eight to eleven and limited to 12 campers per session. Cost: \$375 per child; includes meals, snacks, all camp supplies and materials, an RFS apron and recipe journal.

For more information or to register, visit recipe4success.org or contact Marisol Castro: 713.520.0443 or marisol@recipe4success.org.

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About Recipe for Success Foundation

Since 2005 Recipe for Success Foundation has worked to combat childhood obesity by changing the way our children understand, appreciate and eat their food, and by educating and mobilizing the community to provide healthier diets for children. Its programs have empowered more than 30,000 youth with the knowledge and skills to make a lifetime of healthy eating decisions. Through efforts—including the nationally offered Seed-to-Plate Nutrition Education™, Farmers MarKIDS™ curriculum, Eat It! Food Adventures children's cookbooks, the VegOut! 30 Ways in 30 Days Challenge and Hope Farms™, the Foundation aims to make healthy food appealing and available to everyone. It works to establish healthy eating as the norm and to create a culture in which nutritious food is shared, appreciated, and celebrated. Learn more at recipe4success.org.