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Recipe for Success Announces 30-Day “VegOut! Challenge” in March

*VegOut! challenges Houstonians to eat 30 Different Vegetables
in 30 Days during National Nutrition Month*

March is **National Nutrition Month** and what better way to embrace a healthier lifestyle than by incorporating nutrient-rich vegetables into your meals?

For the second year, **Recipe for Success Foundation** is challenging Houstonians to VegOut! by eating 30 different vegetables in 30 days, starting March 1, 2014. The VegOut! Challenge is an easy, delicious food adventure and encourages people of all ages to step up to the plate -- and pile it with veggies!

Not all Houstonians are familiar with healthy eating habits. According to *Men’s Fitness* magazine, Houston has 1,034 more fast-food restaurants than any other American city, and the publication named Houston “America’s Fattest City” in March 2012.

Consuming more fresh produce is one of the simplest ways to jumpstart healthier habits, plus trying new foods is fun:

“I was shocked when my six-year-old grandson asked to try kale, and he really loves it,” wrote Kathi White, a 2013 VegOut! Challenge participant. “We have been eating and enjoying more vegetables and are trying our hand at container vegetable gardening.”

Restaurants, grocery stores, schools and media personalities are all joining the VegOut! Challenge.

“Starting with our Mayor, so many partners are lending a hand!” says Gracie Cavnar, founder and CEO of Recipe for Success Foundation. Grocery partners like HEB and Whole Foods will make finding thirty veggies easy peasy, and restaurants all over town, from gourmet to casual, plan veggie specials all month long. We look forward to the fun.”

Joining the VegOut! Challenge is easy. Visit **VegOutwithRFS.org** to register, track your progress, and find great recipes, tips and resources. Everyone who completes the VegOut! Challenge is entered to win one of dozens of great prizes, from grocery shopping trips and cooking classes to dinners out. Winners of social media flash contests held throughout the month will be rewarded with fine dining at Sparrow Bar + Cookshop, Ibiza and other top restaurants.

Keep up with the VegOut! Challenge on social media, by using the hash tag **#VegOutRFS** to see who is vegging out this March.

Join us for the official kick off **Wednesday, February 26, at 11:30am at the City Hall Farmers Market** when the Mayor declares March official VegOut! with Recipe for Success Month, VegOut! partners dish up samples, vendors offer special discounts and more fun to launch the Challenge.

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For hi-res photos and interviews, contact Jenna White at jenna@recipe4success.org or 713.520.0443.

About Recipe for Success Foundation

Established in 2005, Recipe for Success Foundation is dedicated to combating 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. RFS programs have empowered more than 20,000 Houston children with the knowledge and skills they need to lead healthier lives.

The Foundation promotes healthy eating as the norm and works to create a culture where nutritious food is shared, appreciated, and celebrated. Through its award-winning efforts like the nationally offered Seed-to-Plate Nutrition Education™ and Eat It! Food Adventures children’s cookbook series, and the VegOut! 30-Day Challenge in Houston, the Foundation works to make healthy food appealing and available to everyone. Learn more at recipe4success.org.

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