

****MEDIA ADVISORY****

FOR IMMEDIATE ACTION

Contact: Jenna White | (713) 520-0443 | jenna@recipe4success.org



RECIPE FOR SUCCESS ANNOUNCES NEW URBAN FARM PROJECT ON FOOD DAY

City rallies behind national campaign to support access to healthy, affordable, sustainable food for all

WHAT

On October 24, 2014—National Food Day 2014, in a public ceremony with the Mayor's office and local dignitaries, Wells Fargo will present a **NeighborhoodLIFT®** grant of \$200,000 to Recipe for Success Foundation in support of their **Hope Farms™** urban agricultural project. After the ceremony, participants will plant veggie seeds in the gardens at MacGregor Elementary in support of **#HoustonDigsRealFood** and shop for fresh produce at the **farmers markIDS days™** produce stand operated by MacGregor students.

Hope Farms™ will be located on three acres in Houston's historic Sunnyside, where the Foundation will grow and distribute affordable fresh produce to the neighborhood, train homeless U.S. Veterans as new urban farmers, provide jobs for area youth and give cooking and gardening classes to children and families.

The announcement is the cap to Food Day 2104 celebrations across the city including **#HoustonDigsRealFood** when thousands of Houstonians will participate in a citywide veggie seed planting; and **farmers markIDS Days** showcasing a week of kid-operated produce stands. As Food Day Houston organizer, this is the fourth year that the Foundation has hosted community events to bring local focus to the national issues surrounding nutrition education and affordable access to fresh produce.

WHEN

Friday, October 24, 2014, 2:15 p.m. – 3:30 p.m. CST

Agenda

2:15 p.m. – 2:30 p.m. – Guests arrive; Media interview opportunities

2:30 p.m. – 2:35 p.m. – Remarks by City Officials

2:35 p.m. – 2:40 p.m. – Check presentation & remarks

2:40 p.m. – 2:50 p.m. – #HoustonDigsRealFood seed planting

2:50 p.m. – 3:00 p.m. – Dignitaries shop farmers markIDS days produce stand, run by fifth-grade students

2:50 p.m. – 3:30 p.m. – Media interview opportunities with key figures

WHERE

MacGregor Elementary, 4801 La Branch, Houston, TX, 77004. *Parking available on street and in side lot. Guests must check in with valid government ID at front office (enter on La Branch).*

INTERVIEW OPPORTUNITIES

The following attendees will be on hand to discuss topics within their expertise:

- **Recipe for Success Foundation history, vision and programs, including Hope Farms™** – Gracie Cavnar, Founder & CEO; Justin Myers, Director of Urban Agriculture & Gardens
- **Impact of public/private partnerships to drive community initiatives:** Laura Spanjian, Sustainability Director, Mayor's Office; Council Member Stephen Costello, City of Houston
- **Wells Fargo NeighborhoodLIFT® program:** Laura Jaramillo, Community Development, Wells Fargo
- **Sustainable Development and Food Availability:** Lance Gilliam, Chair-Houston Housing Authority; Shafik Rifaat, President-SIR Inc Architects and Planners; Project designer

VISUALS

- Presentation by Wells Fargo of \$200,000 to Recipe for Success Foundation for Hope Farms™
- #HoustonDigsRealFood group planting in school garden, part of citywide event for national Food Day
- Guests shopping student farmers markIDS stand for fresh produce/herbs grown on location by students
- Lush school garden in various stages of bloom with seasonal fruits, vegetables, herbs and edible flowers

###

For info, to RSVP and coordinate interviews/photos, contact Jenna White: 713.520.0443 or jenna@recipe4success.org.

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 MarkKIDS™ 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.

About Wells Fargo NeighborhoodLIFT Program

The NeighborhoodLIFT® program is a collaboration between Wells Fargo, the nonprofit NeighborWorks America and local nonprofit organizations. The NeighborhoodLIFT program is designed to provide sustainable homeownership initiatives in cities affected by the housing crisis. LIFT programs have been introduced to 29 housing markets across the country that will benefit from a total of \$215 million invested by Wells Fargo. Since February 2012, LIFT programs have helped create more than 7,750 homeowners in the communities where the programs have been introduced. A video about the NeighborhoodLIFT program is posted on the Wells Fargo YouTube Channel.

About Food Day

Food Day is a celebration and movement for healthy, affordable and sustainable food. It was created by the Center for Science in the Public Interest as an annual event to inspire Americans to change their diets and our food policies. Every October 24, thousands of events all around the country bring Americans together to celebrate and enjoy real food and to push for improved food policies. In addition to the annual focus on Food Education in Every School, this year's theme is Food Access and Justice. For more info about Food Day, visit foodday.org.