**MEDIA ADVISORY**
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THOUSANDS OF HOUSTONIANS TO CELEBRATE NATIONAL FOOD DAY

Recipe for Success leads local festivities for healthy, affordable, and sustainable food

WHAT: Houstonians will celebrate national Food Day in support of healthy, affordable, sustainable food the week of Oct 22-Oct 27. Organizer Recipe for Success Foundation will host several community events that rejoice in the abundance of locally produced food and align with Food Day 2013’s focus on Food Education. Food Day events kick off with the third annual Food Day Chef Throwdown at the City Hall Farmers Market on Oct 23, 11am-1pm:

WHO: Houston chefs (Matt Marcus, Greg Gordon, James Ashley, Roshni Gurnani, Rob Frias) Local foodie celebrities as judges (Diane Cowen, Melinda Spaulding, David Leftwich, Kiran Verma (2012 Throwdown winner), Soren Pedersen, and Jodie Eisenhardt) Market attendees watching the Throwdown and tasting samples Founder and CEO of Recipe for Success Foundation, Gracie Cavnar, and staff

WHERE: City Hall Farmers Market, 901 Bagby, Houston, TX 77002 Parking on street and lots.

WHEN: Wednesday, October 23, 11am-1pm CT

VISUALS: Live Cooking Demonstration; Presentation of Dishes by Chefs; Dish Feedback from Judges & Crowd; Announcement of 2013 Chef Throwdown Winner

ADDITIONAL FOOD DAY EVENTS:
- Oct 23: Screening of More Than Honey and discussion with area bee experts at MFAH
- Oct 24: Screening of documentary What's on Your Plate? for schools at MFAH (Oct 24)
- Throughout week: Let's Get Cooking classes for students on various school campuses
- Oct 23-Oct 27: Honey-inspired Food Day dinner and brunch menus at Haven Restaurant

###END###

About Recipe for Success Foundation
Established in 2005 to address the pandemic of childhood obesity by transforming the way children eat, Recipe for Success Foundation has created measurable change for more than 20,000 Houston elementary students with its Seed-to-Plate Nutrition Education™ program. Making healthy eating fun by teaching children how to grow, harvest and cook nutritious foods, Recipe for Success Foundation empowers them to make a lifetime of healthy eating decisions. The Foundation has attracted national attention and answered the call to expand its reach beyond Houston roots with its Affiliate Partner Program, which offers instructor training Seed-to-Plate Nutrition Education™ to schools nationwide. Recipe for Success Foundation’s efforts make healthy eating fun and normalized in our culture. More at recipe4success.org.