

**\*\*MEDIA ADVISORY\*\***

**FOR IMMEDIATE RELEASE**

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



Changing the way we eat

Gracie Cavnar Founder & President

Glen Boudreaux Secretary

Frank Steininger Treasurer

Deanna Hoelscher, PhD Science Advisory Board Chair

Monica Pope Chefs Advisory Board Chair

Amy Anton

Cathy Brock

Bob Cavnar

Deborah Duncan

Allison Esenkova

Ben Ferreira

Arvia Few

Karen Garcia

Lisa Helfman

Laura Jaramillo

Paula McHam

Lisa Mellencamp

Melanie Mencer-Parks, MD

Genevieve Patterson

Carolyn Roch

Holly Smith

Laura Spanjian, Ex Officio

Michael Swail

Claire Cormier Thielke

Jeff Wooten

Community Advisory Board

Patricia Allen, Ed. D

Paula Arnold

Elena Buley

Honi Boudreaux

Kathryne Castellanos

Phyllis Childress

Yvonne Cormier, MD

Isabel David

Anna Eastman

Sylvia Forsythe

Ellie Francisco

Roland Garcia

Mary Gracely

Mimi del Grande

Lucia & Justin Hamilton

Molly & Ford Hubbard

Melanie Gray & Mark Wawro

Joanie Haley

Jay Jones

Shelley Ludwick

Beth Madison

Sultana Mangalji

Soraya McClelland

Ginni Mithoff

Sara Morgan

Paula Mott

Leisa Holland Nelson

Laura Nelson

Roz Pactor

Cynthia Petrello

Patty Porter

Mickey Rosmarin

Stuart Rosenberg

Jeff Shell

Heidi & Marcus Smith

Kate Allen Stukenburg

Mark Sullivan

Mimi Swartz

Stacey Swift

Kim Tutcher

Stephanie Walker

Ashley Wehrley

Kathryn Mosbacher Wheeler

Andrea White

Chefs in Schools

Garth Blackburn

John Buchannan

David Cordua

Randy Evans

Giancarlo Ferrera

Richard Kaplan

Barbara McKnight

Gary Mularski

Jean Philippe-Gaston

Monica Pope

Ellen Schwartz

Sandra Shafer

**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](http://recipe4success.org).