

FOR IMMEDIATE RELEASE

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WINNERS ANNOUNCED

**2011 MAYOR'S AWARD: RECIPE FOR SUCCESS CHAMPION OF FOOD JUSTICE,
BLUE PLATE SPECIAL CHEF OF THE YEAR, TEACHER AND VOLUNTEER OF THE YEAR**

October 20, 2011, Houston Texas. *Scott McClelland, President H-E-B Houston, has been selected from dozens of nominations submitted to receive the first annual Mayor's Award: Recipe for Success Champion of Food Justice, in recognition of his extraordinary efforts to expand access to affordable food for all citizens.*

The new annual award was designed to raise awareness and encourage effective solutions to address food disparities by recognizing a Houston-based business executive who has made significant contributions.

According to Laura Spanjian, City of Houston Sustainability Director, "When food justice issues arise, Scott doesn't make excuses; he is the first to ask how to help. And he is constantly trying to improve how H-E-B serves underserved communities."

Mr. McClelland will be honored at the Blue Plate Café Harvest Market and Awards Lunch on November 22, 2011. Also recognized at the lunch will be Randy Evans, Chef/Owner of Haven as Blue Plate Special Chef of the Year, an award launched in 2010 to distinguish a member of the Recipe for Success Chef's Advisory Board who has engaged in educating children and their families about healthy nutrition and use of seasonal local produce. Chef Monica Pope was the first recipient in 2010. Other awards for Teacher and Volunteer of the Year will be given to Myra Stuart, Lyons Elementary and Eileen Hatcher.

"The current obesity crisis threatens to cripple an entire generation. While we teach healthy food choices to children, the issue must be tackled at every level, including how communities ensure access to healthy food for all their citizens. Thanks to Mayor Parker, Houston has become a national leader in part by involving business in designing and deploying innovative solutions to address food disparities. We are delighted to recognize the trailblazers in this important work," said Gracie Cavnar, Founder and CEO of Recipe for Success Foundation.

For information about Blue Plate Special Café tables and tickets, call Lauren Ballard at 713-520-0443, or see www.recipe4success.org

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About Recipe for Success Foundation

Recipe for Success Foundation's *Seed-to-Plate Nutrition Education™* teaches elementary children how to grow, harvest, and cook their own healthy food. A growing list of 80 high-profile chefs volunteer their time to help. The only initiative in the country of its scope, the RFS *Seed-to-Plate Nutrition Education™* program has been recognized by the First Lady's Let's Move initiative. Their signature curriculum introduces children to the entire cycle of food along with taste and flavor combinations, techniques with skills that will serve them for a lifetime and empowers them to prepare healthy meals and snacks for themselves.

After just five years and 16,000 children, the Foundation's efforts are reaping big rewards. Parents report that their kids are now cooking at home, turning away from foods they have learned are unhealthy, and they display a solid awareness of what healthy eating is all about. Children are surprising themselves by trying, and even liking, vegetables that they would never touch before. And teachers are reporting improved behavior and attention spans in class.

Planned Expansion for Recipe for Success in 2011

In 2011 The Foundation is poised to answer demands from over 200 schools and districts across the country waiting to implement its signature programming. The national deployment of RFS *Seed-to-Plate Nutrition Education™* is now in the final pilot stage. With S2P Pilot Phase II, RFS is conducting an e-learning S2P Instructor Training and Certification program for teachers at five appointed affiliate locations. Applications for S2P Affiliate Partner Licenses and Instructor Training will be available nationwide in 2012. *Eat It! Food Adventures™*, a kids cookbook/adventure story is scheduled for release in the fall of 2011 and television show of the same name is in pre-production with Houston PBS in preparation for national syndication.

The Recipe for Success team is putting the finishing touches on Hope Farms™, an organic urban farm and agricultural education site. In addition to a significant food crop operation, it will provide on-site RFS *Seed-to-Plate Nutrition Education™* for all ages, an on-site market and a rolling green market to deliver affordable produce for neighborhoods marooned in "food deserts," job opportunities for urban youth, community gardens and market growing business incubation opportunities.

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Recipe for Success Foundation is a 501(c)3 charity dedicated to combating childhood obesity by changing the way children understand appreciate and eat their food. More information can be found at www.recipe4success.org

HIGH RESOLUTION PHOTOS AND FILM FOOTAGE AVAILABLE