

PRESS RELEASE

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RECIPE FOR SUCCESS' 2014 BLUE PLATE SPECIAL CAFÉ AWARDS CHANGE AGENTS IN FIGHT AGAINST CHILDHOOD OBESITY

November 6, 2014. Houston, Texas. This Wednesday, Recipe for Success Foundation awarded agents of change at the annual **Blue Plate Special Café Awards Luncheon**. Chairs **Allison Esenkova & Oleg Esenkov**, along with Honorary Chairs **Karen & Roland Garcia**, hosted the event at River Oaks Country Club, where three hundred inspired Houstonians attended to honor award recipients and support the Foundation in its efforts to combat childhood obesity by changing the way children eat.

Will Isbell, gardener and artist, received the fourth annual **Mayor's Award: Champion of Food Justice**, in recognition of his contributions to promote food gardening in communities throughout Houston, to educate children and families with tactics to make growing their own food fun, and for his countless hours volunteering in RFS classrooms and gardens.

Stepping in for Mayor Annise Parker was the city's Director of Sustainability Laura Spanjian surprised our winner by announcing that the City had proclaimed the day official "Will Isbell Day" in Houston. She also provided remarks regarding the major steps forward in creating a healthier community, thanks to initiatives such as the Foundation's Hope Farms project.

Barbara McKnight, chef-owner of CULINAIRE: Inspired Cuisine & Events, is the Blue Plate Special Chef of the Year, awarded to distinguish a member of the Recipe for Success Chefs Advisory Board engaged in educating children and their families about healthy nutrition and use of seasonal, local produce. Her attending fans provided a standing ovation upon her acceptance.

H-E-B President, **Scott McClelland**, expressed the importance of the fight against obesity - citing positive growth in produce aisle purchases and alarming growth in diabetes treatment in pharmacy sales - before presenting the Golden Whisk Award to **Sylvia Healy** as Teacher of the Year. The Foundation presented **Chantal Duvall** and **Dragana Harris** as Golden Whisk Volunteers of the Year.

Fourth-grader David Gallegos of MacGregor Elementary was also recognized as the winner of Recipe for Success Foundation's My Favorite Holiday Food Writing Contest, in which hundreds of Houston area students pen essays about their family food traditions. As the 2014 winner, David will have the opportunity to be Chef for a Day with Neal Cox, executive chef of The Houstonian, who presented his award.

Mistress of Ceremonies, **Sharron Melton**, of ABC-13 set the tone for the spirited luncheon program, helping the Foundation rouse record contributions from luncheon attendees.

Prior to the luncheon, guests stocked up on holiday gifts from local artisan vendors at the Harvest Market, from which a portion of the proceeds benefits Recipe for Success. The S2P Book Corner featured signed books and personal appearances by **Alison Cook, Diane Cowen** and other local authors.

Notable supporters also included: State Representatives Carol Alvarado and Gene Wu, with wife Miya Shay, Harris County Attorney Vince Ryan, Lance Gilliam, and tables by sponsors Cigna, H-E-B, Wells Fargo, The Robert & Janice McNair Foundation, BMC Software, Clay Development, and Greenberg Traurig LLP.

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

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 MarKIDS™ 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.