

FOR IMMEDIATE RELEASE

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Changing the way our children eat

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Recipe for Success Foundation (RFS) announces a new monthly Chef Surprise Dinner at RecipeHouse. Open to all Houstonians, RecipeHouse offers a hearty schedule of intimate, hands-on cooking classes taught by chefs for all ages. Classes are designed to be engaging for the beginner and advanced cook alike, feature fresh, local ingredients, and are rooted in the RFS philosophy that “healthy food is fun.” All RecipeHouse class fees support the Foundation’s award winning efforts in area schools to reverse the childhood obesity trend by changing the way children eat.

On January 18, Recipe for Success Foundation hosted the first of the year’s stimulating assortment of cooking and gardening classes at the newly opened RecipeHouse (RH), located in Houston’s Museum District at 4400 Yupon Street.

Garth Blackburn, executive chef for Subzero/Wolf, entertained and taught RFS board members and their guests. A meticulously measured blend of dialogue, instruction, eating and imbibing, the cooking class proved to be a resounding success. With sated appetites and enthusiasm, board members offered up thoughts about the evening: “Garth was great - his idea that we, not him, would make dinner under his guidance made it real and the food more appreciated” – Amy Anton. “Best Brussels sprouts I ever had!” – Frank Steininger.

RFS, after successfully producing their Seed-to-Plate Nutrition Education™ programs in elementary schools for six years, garnering national recognition and growing into a leading award-winning organization in its field, now proudly welcomes the community into its own kitchen. Among the cool seagreen walls, lined with shelves of cookbooks and glass canisters filled with spices and pastas, is an inviting butcher-block island that is just begging to be gathered around, whether for cooking, conversation, or as usually happens—both. RecipeHouse Membership is the only pre-requisite to register for any of the robust schedule of classes for both adults and children.

Chef Surprise Dinners, held on the first Monday of each month, feature celebrity chefs work culinary magic, to prepare a delectable three-course dinner for only \$125 (wine included).

As a special New Year’s gift, RFS is offering a complementary one-year membership with the purchase of your first cooking class. Hands-on classes – held on Tuesday evenings and lasting two hours each- are organized into themes such as *Farm to Table*, *Homemade*, *Celebrate* and *Date Night*. The calendar of classes can be found at www.recipe4success.org. Adult classes are \$50 for RH members (BYOB). The children’s spring break class on Wednesday, March 14 is \$60, and weeklong Eat This! Kids Summer Camps in June are \$350. RH annual dues begin at \$50, which extends benefits to the entire family, or the kids-only



Food Adventurers costs just \$20 a year. Members may also reserve RecipeHouse for private classes and parties of up to 25 guests. Call 713-520-0443 for more information.

About Recipe for Success Foundation

Recipe for Success Foundation's *Seed-to-Plate Nutrition Education™* has taught over 16,000 Houston elementary children how to grow, harvest, and cook their own healthy food. A growing list of 80 high-profile Houston chefs volunteer their time to help. The only initiative in the country of it's scope, the RFS *Seed-to-Plate Nutrition Education™* program introduces children to the entire cycle of food along with taste and flavor combinations, techniques, and skills that will serve them for a lifetime, and empowers them to prepare healthy meals and snacks for themselves.

After just five years, 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 2012

In 2012 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 Licenses and Instructor Training will be available nationwide in 2012. *Eat It! Food Adventures™*, a kids cookbook/adventure story is scheduled for release in March 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 Coop™, an urban farm project. Hope Farms will support the Rolling Green Market to deliver affordable produce for neighborhoods marooned in "food deserts," job opportunities for urban youth and market growing business incubation.

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