FOR IMMEDIATE RELEASE
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Eat This! Summer Camp Debuts at RecipeHouse

Registration is now open for Eat This! Summer Camp™ at RecipeHouse in June. The five-day sessions, complete with hands-on cooking and gardening classes that make healthy food fun, are designed for 8-11 year old children.

Dateline February 27, 2012, Houston, Texas. Summer camp gets a healthy makeover from Recipe for Success Foundation (RFS). Eat This! Summer Camp™ prepares students to be savvy consumers and to resist the manipulative marketing tactics of retailers and junk food makers—a lesson for life. The children learn how food is developed, marketed and distributed to the American consumer and then put the lesson to work by transforming the bounty of the RecipeHouse summer garden into a healthy product. In the process, they tend the garden, research and create recipes based on the veggies they are growing, and then design and package their new products to take home. In past years, campers have developed very creative products including Rainbow Ribbon Pasta, Sensationally Slow Sun Dried Tomatoes, Super Sage Surprise Infused Olive Oil and Chocozini Muffins.

With the Museum District RecipeHouse kitchen and gardens as their “campsite” and cooking, gardening and eating as the day’s activities, this will be a popular June option for families who live or work in Houston’s inner-loop. Eat This! Summer Camp™ curriculum was developed as part of the RFS award-winning Seed-to-Plate Nutrition Education™ and has previously only been available to students at participating elementary schools and community centers.

The five-day sessions at RecipeHouse, run Monday through Friday from 9:00 am-3:00 pm, beginning June 4-8. The last session is Jun 25-29. The $350 session fee includes daily lunch and snacks, an RFS apron, field trip, all supplies and materials along with a journal folder to keep recipes, projects and lessons. To assist working parents, RFS also offers early camp care from 8:00 am-9:00 am ($85 per 5-day session), late camp care 3:00 pm-5:00 pm ($175 per 5-day session) or a combined early and late camp care ($250 per 5-day session.) Space is limited to twelve campers per week. To reserve, call 713-520-0443.

RecipeHouse offers a variety of programming for adults and children throughout the year. Hands-on adult classes held on Tuesday evenings follow themes like Farm-to-Table, Celebrate, Date Night and Homemade ($50.) The first Monday of every month is Chef
Surprise—a seated three-course dinner with wine showcasing the culinary mastery of a celebrity chef ($125 per person.) On March 14, RecipeHouse invites young chefs ages 8-11 to embark on a special spring break culinary adventure from 10 am-1:00 pm ($60 includes lunch, all class supplies and materials, an RFS apron and recipes.) A full schedule of classes and opportunities is posted on the Foundation website at http://recipe4success.org/get-involved/recipe-house.html and can be reserved online.

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 and 15,000 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 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™, an urban agriculture project. Hope Farms will support on-site markets and a rolling green market to deliver affordable produce for neighborhoods marooned in “food deserts,” job opportunities for urban youth and market growing business incubation opportunities.

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