

FOR IMMEDIATE RELEASE

Contact: Lauren Ballard
713-520-0443
Lauren@recipe4success.org



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

Board of Directors
Gracie Cavnar, *Founder & President*
Glen Boudreaux, *Secretary*
Frank Steininger, *Treasurer*
Monica Pope, *Chefs Advisory Board Chair*

Amy Anton
Honi Ann Boudreaux
Cathy Brock
Chris Canetti
Kathryne Castellanos
Bob Cavnar
Linda Clarke
Deborah Duncan
Arvia Few
Karen Garcia
Lucia Hamilton
Laura Jaramillo
Erika Liles
Lisa Mellencamp

Nancy Murray, Dr. P.H.,M.A.
Carolyn Roch
Laura Spanjian, Ex Officio
Michael Swail
Claire Cormier Thielke
Stephanie Walker
Kathryn Mosbacher Wheeler

Community Advisory Board

Phyllis Childress Abyad
Patricia Allen, Ed.D.
Elena Buley
Yvonne Cormier, M.D.
Isabel David
Anna Eastman
Mary Gracely
Mimi del Grande
Molly & Ford Hubbard
Melanie Gray & Mark Wawro
Joanie Haley
Jay Jones
Terry Wayne Jones
Andrea Lazar
Melanie Wilson-Lawson, Dr.P.H.
Beth Madison
Sultana Mangalji
Elena Marks
Ginni Mitthoff
Sara Morgan
Roz Pactor
Cynthia Petrello
Karen Pinson
Guyia Pircher
Patty Porter
Stuart Rosenberg
Jeff Shell
Mark Sullivan
Ellen Susman
Mimi Swartz
Rick Terry
Kim Tutcher
Andrea White

Chefs Advisory Board

Joe Apa
James Ashley
Clive Berkman
Jeff Boudreaux
Garth Blackburn
Scott Castell
Bryan Caswell
Domenica Catelli
Jason Chaney
Charles Clark
Mariquita Combes
Mark Cox
Neal Cox
Aggie D'Agostino
Staci Davis
Robert del Grande
Michael DeiMaggi
Randy Evans
Jeff Everts
Lance Fegan
Giancarlo Ferrara
Garret Fuijeda
Chara Galford
Chris Garcia
Peter Garcia
Greg Gordon
Jason Gould
Jason Graham
Matthew Gray
David Grossman
Mark Holley
Steve Haug
Jared Hunter
Junnajet Hurapan
Anita Jaisinghani
Marcus Jimenez
Elouise Jones
Jonathan Jones
Elliot Kelly
Al King
Michael Kramer
Nicole Livezey
David Luna
Dagan Lynn
Melissa Manske
Rebecca Masson
Barbara McKnight
Bruce Molzan
Gary Mularski
Steven Musolf
Armando Palacios
Soren Pedersen
Ryan Pera
Monica Pope
Randy Rucker
Michael Savino
Phillippe Schmit
Ellen Schwartz
Jerry Shawn
John Sheely
Chris Shepherd
Pedro Silva
Claire Smith
Ruffy Sulaiman
Dustin Teague
Geoff Tracy
Brendon Treanor
Scott Tycer
Kiran Verma
LJ Wiley

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.

##END##

HIGH RESOLUTION PHOTOS AND FILM FOOTAGE AVAILABLE