

****MEDIA ADVISORY****

FOR IMMEDIATE RELEASE

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“EAT THIS! SUMMER CAMP” TEACHES YOUTH TO BE SAVVY FOOD CONSUMERS

Recipe for Success’ dynamic program helps kids recognize how junk food is marketed to them

DATELINE APRIL 22, 2014. HOUSTON, TX. Beginning in June, Recipe for Success Foundation will host its third year of Eat This! Summer Camp, which prepares youngsters to become savvy food consumers. Through five-day programs for age eight to eleven, campers cook, garden and learn how food producers develop and market products to the American consumer.

Their experience culminates with a project to turn the bounty of their summer garden into a healthy marketable prepared product, including collaborating as a team to develop branding and packaging. Each week's campers then present their products to be judged by Ryan Pera, and the winner is carried on the shelves of Revival Market.

According to researchers at Cornell University, Americans make more than 200 food-related decisions a day. And in 2006, the Institute of Medicine reported that roughly \$10 billion a year spent on food marketing is directed at children to influence those decisions. That’s why, through this engaging camp, Recipe for Success helps kids understand how food is marketed to them. Campers learn to recognize and look beyond flashy promotions to identify facts about what they eat, enabling them to make a lifetime of healthy eating decisions.

Recipe for Success Foundation will also facilitate summer programming for nearly 300 youth this summer across five Houston schools, including an expanded multi-week Eat This! Summer Camp curriculum for four YES Prep middle-school campuses. Camp is offered in a range of formats to easily fit the needs of each school—it can even be utilized as after-school programming or embedded into the school day.

Students at Whittier Elementary (HISD) will receive summer instruction that reinforces concepts learned through the Foundation’s award-winning Seed-to-Plate Nutrition Education™ programs during the school year.

Eat This! Summer Camp takes place at **RecipeHouse** in the Museum District (4400 Yupon Street, Houston, Texas, 77006). **2014 dates:** June 2-6; June 9-13; June 16-20; June 23-27; July 7-11; July 14-18; sessions run 9am-3pm. Camp offered for children age eight to eleven and limited to 12 campers per session. Cost: \$350 per child; includes meals, snacks, all camp supplies and materials, an RFS apron and recipe journal.

For more information or to register, visit recipe4success.org or contact Marisol Castro: 713.520.0443 or marisol@recipe4success.org.

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For interviews, hi-res images and details, contact Jenna White: jenna@recipe4success.org | 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, with programs that have empowered more than 20,000 Houston children with the knowledge and skills they need to lead healthier lives.

The Foundation works to create a culture where nutritious food is shared, appreciated, and celebrated. Through its award-winning efforts including the nationally offered Seed-to-Plate Nutrition Education™, Eat It! Food Adventures children's cookbooks and the VegOut! 30-Day Challenge, the Foundation works to make healthy food appealing and available to everyone. More at recipe4success.org.