

FOR IMMEDIATE RELEASE

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Recipe for Success Foundation Rolls in Houston's Art Car Parade

A delicious display of culinary creativity and healthy eating will take center stage on May 12 when The Recipe For Success Foundation's (RFS) award-winning art car revs up its engines once again. "Growing Healthy Kids" - a cornucopia of happy color depicting a scrumptious looking raised veggie garden, heartily encourages spectators to get on board with fresh, seasonal, local produce and the foundation's Seed-to-Plate mantra for healthy eating.

Following right behind will be a miniaturized version of the newest RFS venture – the Rolling Green Market. Wheeling around both vehicles on bicycles, skates and skateboards will be a rolling Chefs Brigade rounding up excitement and spreading the healthy eating message to thousands of spectators lining the parade route.

Sponsored by The Orange Show for Visionary Art – whose dedication to good nutrition aligns with the RFS work to improve children's eating habits – the Art Car Parade offers a platform for artists to mold their beliefs and values into a moving visual feast. "We love the synergy between the Art Car Parade and our goal of making healthy food fun—it's a Recipe for Success!" remarked RFS founder, Gracie Cavnar.

"Growing Healthy Kids," the RFS Art Car was designed and created by artist William Betts in 2009 with the help of RFS students and staff. The hood is covered with an abundance of paper mache fruits and vegetables nested in a scene of bees and butterflies hovering overhead, chickens pecking, frogs hopping and giant caterpillars standing sentry. The stylized landscape mimics the many teaching gardens that RFS has built all over Houston in elementary schools as part of their mission to combat childhood obesity by changing the way children eat.

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 its 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.

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After just six 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. Seed-to-Plate Nutrition Education™, now available to any Houston elementary school and includes interactive cooking and gardening classes taught by certified S2P Instructors. The foundation also offers after school classes and even summer camps to pave the way for an informed and interested young eater.

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 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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