



****MEDIA ADVISORY****

FOR IMMEDIATE ACTION

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**RECIPE FOR SUCCESS FOUNDATION HONORS HOUSTON
MOTHERS AND DAUGHTERS WITH FASHION GENE AWARDS AT TOOTSIES**

*Season finale of Dress for Dinner fashion series celebrates Mother's Day in style
while raising funds to combat childhood obesity*

WHAT

HOUSTON, Texas. (May 1, 2014). On May 7, this year's Dress for Dinner Chairs, Leisa Holland-Nelson and daughter Laura Max Nelson, invite all to join them for the series season finale at Tootsies on May 7, when we'll celebrate the honorees of The 2014 Fashion Gene Awards. Each year, The Fashion Gene Awards are bestowed upon a selection of mothers and daughters nominated for their impeccable sense of style. The show will be followed by a limited seating dinner by Chef Barbara McKnight of CULINAIRE.

Last year's Fashion Gene Awards marked record attendance and funds raised for the Dress for Dinner series, which benefits the Foundation's efforts to combat childhood obesity by changing the way children eat.

Dress for Dinner tickets are \$50 per person for reception and fashion show; exclusive dinner events are an additional \$300 per ticket. For more details and tickets, visit recipe4success.org or contact Marisol Castro at 713.520.0443 or marisol@recipe4success.org.

WHO

Event Chairs: Leisa Holland-Nelson and Laura Max Nelson; **The Fashion Gene Awards Honorees:** Yolanda and Taylor Adams; Cheryl Boblitt and daughters Kyrstin and Kacie; Tracy Eklund and Jackie Geacone; Karen Garcia and Kristin Garcia Blomquist; Susan, Kelly and Lori Krohn; Kelley and Elise Lubanko; Susan and Kendall Plank; Virginia Steppe and Alissa Maples; Ileana and Mari Trevino

WHERE

Tootsies, 2601 Westheimer Rd, Houston, TX 77098

WHEN

Wednesday, May 7, 2014, Reception and Fashion Show: 6:30 p.m.; Dinner with Style: 8:30 p.m.

VISUALS

Fashion runway presentation, featuring Tootsies Spring/Summer Collections
Fashion Gene Awards honorees walking runway and receiving awards
A-list attendees enjoying reception and fashion show
Announcement of Chairs for Dress for Dinner, Season Six

INTERVIEW OPPORTUNITIES

Founder & CEO, Recipe for Success Foundation: Gracie Cavnar
Dress for Dinner, Season V, Event Chairs: Leisa Holland-Nelson and Laura Max Nelson
The 2014 Fashion Gene Awards Honorees (see above)
Tootsies Hosts: Mickey Rosmarin and Fady Armanious
Event Emcee: Clifford Pugh, CultureMap

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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 like 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.