

****MEDIA ADVISORY****

FOR IMMEDIATE ACTION

Contact: Stephanie Hill | (713) 520-0443 | stephanie@recipe4success.org



RECIPE FOR SUCCESS EXPANDS POPULAR COOKING & GARDENING SUMMER CAMPS

Foundation offers lessons in global culinary exploration and food marketing for pint-sized foodies

DATELINE JUNE 1, 2016. HOUSTON, TX. Recipe for Success Foundation will grow its summer schedule to offer nine sessions of its popular summer camp programs in June, July and August 2016.

Participants in the five-day camps, designed for ages eight to eleven, choose from three program tracks:

1. **Eat This! Campers Create**, develop and market a unique shelf stable food product, while becoming savvy consumers by learning how food products are developed and marketed in the real world.
2. **Marco Polo Campers** discover the tastes and cultures from Italy to China as they follow Marco Polo along the Silk Route using the Foundation's award winning *Eat It! Food Adventures with Marco Polo*. As an inspirational guide.
3. **Super Food Campers** learn about growing and consuming nutrient dense foods and create their own graphic novel to illustrate their adventures.

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 Recipe for Success Foundation's summer programs strive to both help kids understand how food is marketed to them and expose their palettes to a variety of flavors, rather than just "kid foods".

Lessons taught in camp echo efforts in the Foundation's Seed-to-Plate Nutrition Education™ offered in schools to change the way children eat and enable them to make a lifetime of healthy eating decisions.

Eat This! Summer Camp takes place at **RecipeHouse** in the Museum District at 4400 Yupon Street, Houston, Texas, 77006. **2016 dates: *Eat This***: June 6-10, June 27- July 1 and July 25-29; ***Marco Polo***: June 13-17, July 11-15 and August 1-5; ***Super Foods*** June 20-24, July 18-22 and August 8-12. All sessions run 9am-3pm Monday-Friday. Camps are designed for children age eight to eleven and limited to 16 children per session. Cost: \$375 per child; includes meals, snacks, all camp supplies and materials, a Recipe for Success apron and recipe journal.

For more information or to register, visit recipe4success.org or contact Donna Rein: 713.520.0443 or donna@recipe4success.org.

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HI RESOLUTION PHOTOS AVAILABLE

About Recipe for Success Foundation

Celebrating its tenth anniversary year, Recipe for Success Foundation is a non-profit 501C3 that focuses on combating 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 30,000 children in Houston and beyond 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™ in schools, *Eat It! Food Adventures* children's cookbooks, farmers markIDS DAYS and the VegOut! 30-Day Challenge, and the Hope Farms urban agriculture project in Houston, the Foundation works to make healthy food appealing and available to everyone. The Alliance for a Healthier Generation has embraced Recipe for Success Foundation's Farmers MarkIDS curriculum and VegOut! curriculum as a national best practice for teaching children food and nutrition literacy. For more information call 713-520-0443 or see www.recipe4success.org