

FOR IMMEDIATE RELEASE

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Changing the way our children eat

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RECIPE FOR SUCCESS FOUNDATION SCALES UP FIGHT AGAINST CHILDHOOD OBESITY *Affiliate Partnerships Now Available Nationwide*

Dateline July, 2013. Washington, DC. With its launch of the award-winning [Seed-to-Plate Nutrition Education™](#) to teach its summer campers about healthy eating, Horton's Kids in Washington, DC, is the latest organization to become a [Recipe for Success Foundation Affiliate Partner](#).

Obesity has become a national health emergency, with nearly a third of U.S. children labeled as obese or dangerously overweight. Established in 2005 to combat childhood obesity by transforming the way children eat, Texas-based [Recipe for Success Foundation](#) has created measurable change for more than 20,000 elementary students with its Seed-to-Plate Nutrition Education™ programs, which make healthy eating fun by teaching children how to grow, harvest and cook nutritious foods. In 2010 First Lady Michelle Obama's Let's Move! campaign encouraged Recipe for Success Foundation to take its proven programs to national scale.

Research points to the need for early instruction to modify behavior, but many concerned parents, teachers and schools don't know where to start. Now, rather than reinvent the wheel, schools can easily and affordably implement Recipe for Success Foundation's Seed-to-Plate Nutrition Education™, a proven curriculum that has been extensively tested and measured.

Since July 1, over 70 Horton's Kids summer campers have enjoyed the integrated cooking and gardening classes, which are designed to empower them with lifelong skills and normalize the concept of healthy eating. This fall Horton's Kids will expand to include Recipe for Success Foundation's Seed-to-Plate Nutrition Education™ curriculum in its after-school programming, which will serve at-risk K-3 students in DC's Ward 8 district.

*"We are excited to bring in Recipe for Success Foundation's programs because the kids are very enthusiastic about cooking and gardening!" says **Jennifer Schrum, Horton's Kids Health & Happiness Coordinator**. "We hope that providing Seed-to-Plate Nutrition Education™ will help us further our ability to teach them lifelong healthy habits that they will carry with them always."*

Become a Recipe for Success Foundation Affiliate Partner

With fall classes around the corner, schools and community groups who are concerned about student health are signing up to become Recipe for Success Foundation Affiliate Partners to gain access to the group's proven-effective curriculum. Affiliate Partners send employees or

volunteers through the Foundation's S2P Instructor training program to become certified. All certified S2P Instructors of licensed Affiliate Partners enjoy direct support from the Recipe for Success Foundation Home Team with extensive online curriculum—including over 320 Common Core aligned lesson plans for pre-K through fifth grade, support materials, training videos, access to garden and culinary experts, and a forum to share best practices with fellow S2P Instructors.

*"We're pleased to provide an inexpensive way to replicate our success in changing children's eating behaviors," says **Gracie Cavnar, founder and CEO of Recipe for Success Foundation.** "We are currently accepting applications from any interested school or community center willing to implement our program with integrity."*

Introductory participation rates are very appealing: The \$500 annual Affiliate Partner fee and \$250 per person for two individuals to train and certify as S2P Instructors, brings the first year total to just \$1,000 per location. Information and application forms may be found at recipe4success.org or by calling 713-520-0443.

About Recipe for Success Foundation

Established in 2005 to address the pandemic of childhood obesity by transforming the way children eat, Recipe for Success Foundation (RFS) has created measurable change for more than 20,000 Houston elementary students with its Seed-to-Plate Nutrition Education™ programs. Making healthy eating fun by teaching children how to grow, harvest and cook nutritious foods, RFS empowers them to make a lifetime of healthy eating decisions. RFS has attracted national attention and answered the call to expand its reach beyond Houston roots with its Affiliate Partner Program to offer Seed-to-Plate Nutrition Education™ to schools nationwide.

RFS also strives to help Houstonians provide healthier diets for their children with food justice initiatives such as The Rolling Green Market and Hope Farms, as well as [VegOut! with Recipe for Success](#), the citywide challenge to eat more veggies. In 2012, RFS entered the multimedia realm with a children's cookbook, [Eat it! Food Adventures with Marco Polo](#), which has won numerous prestigious awards. Recipe for Success Foundation's efforts make healthy eating fun and normalized in our culture. More information available at recipe4success.org.

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****Hi-res [photos](#) and [video clips](#) available. Contact [Jenna White](#) to organize interviews.****