

FOR IMMEDIATE RELEASE

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Changing the way our children eat

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Nominations are open!

*Help us raise our forks to change agents who work towards making
Houston a healthier place for kids.*

Dateline Houston, August 13, 2012. Whether it's food-access activists, engaged chefs, selfless volunteers or creative teachers, there are many who devote time and talent to Recipe for Success Foundation's mission to combat childhood obesity. On November 19, four of them will step into the spotlight at the Foundation's annual Blue Plate Special Café Harvest Market and Awards Lunch. Any Houstonian can nominate someone to be recognized.

It's easy to submit a nomination, but advocates need to act before **September 17**. Forms are available online at www.recipe4success.org or by calling 713-520-0443. There are four categories to choose from – The Mayor's Award: Champion of Food Justice, Chef of the Year, Teacher of the Year and Volunteer of the Year.

Don't miss your chance to participate in this tasty affair. If your nominee wins, you might even get to introduce him or her onstage at the Blue Plate Special Café Harvest Market and Awards Lunch on November 19.

Set at the bucolic Houstonian Hotel, the annual fundraising luncheon is chaired by Heidi and Marcus Smith, joined by Honorary Chairs Soraya and Scott McClelland. Scott won the Mayor's Award last year for his work at HEB. In a format popular with attendees, children play a high-profile role at the lunch, last year even twisting the Mayor's arm to buy raffle tickets. Houstonian's Executive Chef Jeff Everts and his culinary team interpret regular Recipe for Success kid recipes for the tasty-yet-healthy lunch menu of locally sourced organic food, and the centerpieces are scrumptious take-home makings for a spectacular Apple Crisp. Adding a unique touch, a Harvest Market showcases dozens of local farmers and producers of handmade products -- always popular with guests for holiday shopping.

The proceeds from the annual luncheon underwrite the Recipe for Success Foundation's Seed-to-Plate Nutrition Education™ programming free of charge for four Houston Showcase schools in HISD: Briscoe Elementary, KIPP Shine Prep, MacGregor Elementary and Rodriguez Elementary.

To purchase a luncheon table or ticket, please call (713) 520-0443. Visit www.recipe4success.org for more information.



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 it's 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.

After 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. More information at www.recipe4success.org

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 selected elementary schools in the Houston area, Austin, San Antonio, Denver, Washington, DC, New York and Missoula, Montana. Applications for S2P Affiliate Licenses and Instructor Training will be available nationwide in October 2012.

Eat It! Food Adventures™, a kid's cookbook/adventure story is scheduled for September 1, 2012 release, and a television show of the same name is in pre-production with Houston PBS in preparation for national syndication.

The Recipe for Success team is also working on Hope Farms™, an urban agriculture project to 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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HIGH RESOLUTION PHOTOS AND FILM FOOTAGE OF EVENTS AND PROGRAMS AVAILABLE