

FOR IMMEDIATE RELEASE

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Changing the way our children eat

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RECIPE FOR SUCCESS FOUNDATION "EAT THIS! SUMMER CAMPERS"

CREATE TASTY PRODUCT, NOW AVAILABLE AT REVIVAL MARKET

DATELINE AUGUST 16. HOUSTON, TX. For the third year, youth participants of Recipe for Success Foundation's (RFS) Eat This! Summer Camp™ learned to become savvy food consumers through a unique, hands-on curriculum. During six five-day sessions, campers age eight to eleven cook, garden and learn how food producers develop and market products to the American consumer.

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 has set out to help youngsters recognize and distinguish flashy promotions from nutrition facts, enabling them to make a lifetime of healthy eating decisions.

Camp culminates with a project to turn fresh produce and wholesome ingredients into a marketable prepared product. Campers even collaborate as a team to develop branding and packaging. Each session then presents their product to be judged by Revival Market, and the winner is carried on the market's shelves alongside some of Houston's tastiest local treats.

This year, finished products ranged from jam made from fresh peaches, strawberries and basil and dark chocolate protein balls to homemade pretzels seasoned with Tuscan flavors. After evaluating each product, including kid-designed packaging and marketing campaigns, the Revival Market team selected their favorite, which is now available in store for a limited time.

A crowd turned out at Revival Market this Saturday for a party to unveil and sample the winning goodie: Poppin' Herbs, a healthy take on a classic, combines garden herbs and spices with freshly popped corn for a perfect, guiltless after-school snack.

"As a parent, I like the educational value [of Eat This! Summer Camp] to empower our future generation to eat healthy and fresh foods! Our kids came home happy and excited to share what they learned. They never would eat kale or quinoa before so it worked miracles in my book!"

—Carolyn Fetzner, mother of camper Lindsay

Eat This! Summer Camp was also implemented this summer in its expanded 120-hour format at four YES Prep Public Schools campuses for over 250 middle-school students.

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For interviews and photos, contact Jenna White: jenna@recipe4success.org | 713.520.0443

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 25,000 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.