

FOR IMMEDIATE RELEASE

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DRESS FOR DINNER, SEASON V KICKS OFF WITH A BLING BANG
Recipe for Success Foundation elevates annual fashion series with fresh lineup

DATELINE AUGUST 30, 2013. HOUSTON, TX. A throng of Houston’s most fashionable turned out in breezy summer chic at Kendra Scott Houston last night to join Recipe for Success Foundation and its 2013-2014 **Dress for Dinner** chairs, Leisa Holland-Nelson and Laura Nelson, in launching Season V of the annual fashion-forward fundraising series.

Guests perused the kaleidoscope of statement pieces on offer by the Austin-based designer at her Rice Village boutique while enjoying refreshments by Monica Pope’s Sparrow Bar + Cookshop, Deep Eddy Vodka and Celebrity Cupcakes. The Traveling Photo Booth was also on hand. **A-list appearances included:** Yvonne Cormier and Claire Cormier Thielke, Jane Wagner, Kelli and Carrie Colbert, Karina Barbieri, Parissa Mohajer, Roz Pactor, Vicki Rizzo, Mauri Oliver and Tiffani Halik. Kendra Scott will donate 20% of the evening’s proceeds to Recipe for Success Foundation to benefit its award-winning Seed-to-Plate Nutrition Education™ programs that combat childhood obesity.

After record crowds and funds raised (\$50,000) last season, led by dashing chairs Ceron and Todd Fiscus, Recipe for Success Foundation has upped the ante, with a total of six stylish soirees this season. Standout new acts include Dress for Dinner’s first ever **men’s fashion show** with M. Penner, which will sure to rock with appearance by **Vivek Nagrani**, designer of “The Best Socks in the World” (*Esquire Style*), and his special edition pair of charity socks designed just for our event. Add to the mix the only national stop outside of New York by world-renowned Italian shoe designer **Giuseppe Zanotti**, and this season promises to be our most thrilling season yet.

Dress for Dinner fashion shows are \$50 per person for reception and fashion show; exclusive dinner events are an additional \$300 per ticket. Tickets are available at www.recipe4success.org or by calling (713) 520-0443. **Early Bird Special provides a 10% discount for those who purchase season tickets by October 11.** Mark your calendars: October 10, 2013 –Saks Fifth Avenue: High Tea & High Heels with Giuseppe Zanotti, plus VIP Luncheon with the Designer; October 22, 2013 – Elizabeth Anthony/Esther Wolf: Fashion in Four Courses; February 11, 2013 –M. Penner: Sex, Love & Rock ‘n Roll Fashion; April 2014 – Neiman Marcus: Spring into Summer Fashion Show and Dinner with the Designer; May 7, 2014 – Tootsies: The Fashion Gene Awards and Dinner.

The annual Dress for Dinner series, devised by founding chair Jeff Shell as a stylishly fun way to support Recipe for Success Foundation, has attracted the support of such popular designers as Badgley Mischka, Naeem Khan, Nicole Miller, and Georges Chakra.

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Changing the way our children eat

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 has created measurable change for more than 20,000 Houston elementary students with its *Seed-to-Plate Nutrition Education*™ program. Making healthy eating fun by teaching children how to grow, harvest and cook nutritious foods, Recipe for Success Foundation empowers them to make a lifetime of healthy eating decisions. The Foundation has attracted national attention and answered the call to expand its reach beyond Houston roots with its Affiliate Partner Program, which offers instructor training *Seed-to-Plate Nutrition Education*™ to schools across the country. Affiliate Partner applications are available by contacting the Foundation directly.

Recipe for Success Foundation also strives to help Houstonians provide healthier diets for their children by advocating equitable access to affordable produce as well conducting community outreach projects including VegOut!, 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 earned a dozen prestigious publishing awards. Recipe for Success Foundation's efforts make healthy eating fun and normalized in our culture. Learn more at recipe4success.org.