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Changing the way our children eat
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REVIVAL MARKET TO UNVEIL NEW KID-CREATED PRODUCT BY RECIPE FOR SUCCESS FOUNDATION'S EAT THIS! SUMMER CAMPERS

Dateline August 18. Houston, TX. Veteran partners of Recipe for Success Foundation (RFS), Revival Market will unveil their latest product addition from a youthful new vendor; Chocolate Kale Cookies are the winning product created by elementary-aged students during Recipe for Success Foundation's **Eat This! Summer Camp™**.

Now in its second year at Recipe House in the Museum District, the camp prepares children to be savvy food consumers through hands-on learning in the kitchen. During each session, campers also develop and market an original food product with the help of RFS Seed-to-Plate Nutrition Education™ instructors, professional chefs—including Jon Buchanan (Trevisio) and Ruffy Sulaiman (Hilton Americas-Houston), and Revival Market General Manager, Carlos Meltzer.

After building their culinary chops while testing recipes, campers select their favorite goodie and develop branding and packaging to present to Revival Market. "Understanding the basics of food marketing opens the door to critical thinking and gives kids a set of tools they can use in many areas of development," says Meltzer. "I like that [Eat This! Summer Camp] gives them credit for their abilities and has them accomplish a fairly large task in a short amount of time."

Finished products ranged from Salsa Gals' Italy-inspired salsa (the campaign included a choreographed jingle, "Don't Mambo, Salsa!") to the deceptively healthy Razzalicious Brownies, chock full of fresh spinach and raspberries. After sampling each kid-designed item, the Revival Market team selected their favorite:

"Everything was great, but we found the **Chocolate Kale Cookies** to be the best tasting item and loved the style of the box and the artwork the kids created," says Meltzer.

The kale-packed treats will be on offer at Revival Market this fall, just in time for back-to-school.

Sunday, August 18 at 2pm, campers, parents and RFS staff will reunite at Revival Market for the official unveiling of the winning product. Attendees will be able to sample all five products crafted by campers, view the various marketing campaigns, and enjoy light bites provided by Revival Market. Come join the fun, speak with campers and parents about their camp experience and ask Revival Market why they're so passionate about Recipe for Success Foundation's mission.

"My child loved EVERYTHING about this camp—the garden, cooking, meeting an 'insect guy', marketing granola—EVERY aspect was phenomenal!"

—Swati Narayan, Mom to eight-year-old Milan

****INTERVIEWS AND HI-RES PHOTOS/VIDEO AVAILABLE UPON REQUEST****

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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*™ 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, which offers *Seed-to-Plate Nutrition Education*™ to schools across the country.

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 at recipe4success.org.