

FOR IMMEDIATE RELEASE
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RECIPE FOR SUCCESS FOUNDATION ANNOUNCES RECIPEHOUSE

Recipe for Success Foundation announces opening of RecipeHouse to expand program options in Houston. Beginning October 3, RecipeHouse, will offer chef-taught healthy cooking classes to children and adults with a robust schedule of intimate, hands-on options. Designed to be fun for the beginner and advanced cook alike, classes are informed by the Foundation's mantra that healthy food is fun and its passionate embrace for locally sourced, freshly prepared ingredients.

HOUSTON, TX SEPTEMBER 11, 2011. With the first class on October 3, Recipe for Success Foundation will launch an exciting array of healthy cooking and gardening classes at the newly opened RecipeHouse, located in Houston's Museum District at 4400 Yupon Street.

RecipeHouse will expand availability of the Recipe for Success Foundation's (RFS) award-winning programs to combat childhood obesity that change the way children understand, appreciate and eat their food and educate the community to provide healthier diets for children. Prior to the opening of RecipeHouse, program participants had to be a student or parent at a participating elementary school to take advantage of Recipe for Success Foundation classes.

"This is an exciting development in our continued efforts to make our proven effective Seed-to-Plate Nutrition Education™ available to a broader audience," declared Gracie Cavnar, Recipe for Success Foundation's Founder and CEO.

Membership in the Foundation's SPICE Guild is the only pre-requisite to register for any of the robust schedule of classes designed for adults and children alike. Children's "Eat This!" after-school classes meet once a week in 4 or 6-week sessions beginning October 3 with themes such as "Let's Start Cooking," "Pizza Party," "Kids Make Dinner," "Food Adventures," and "Let's Celebrate!" Spring Break sessions and a summer camp are also on the schedule. Additionally, members may book private group cooking and gardening classes at RecipeHouse for children's birthday parties and other celebrations.



Single-session adult classes, organized into regular monthly themes such as "Farm to Table," "Homemade," "Celebrate," "Lunch Bunch," and "Date Night," debut on October 4 with



“Cooking From Scratch: Fast, Fresh & Healthy.” Many classes will feature celebrity chefs as teachers, and all are hands-on cooking experiences limited to twelve students. Adult classes are \$50 for SPICE members with children’s after school series beginning at \$120. SPICE annual dues begin at \$50. Members may reserve RecipeHouse for private classes and celebrations of food.

RecipeHouse will also play host to exclusive dinners presented by members of the Foundation’s Chefs Advisory Board, which includes high profile culinary stars from Houston and around the country. Proceeds from the dinners support the Foundation’s award-winning Seed-to-Plate Nutrition Education™ program in Houston area elementary schools. The first RecipeHouse Dinner hosted by James Beard nominee, Chef Randy Rucker of Conat is on September 19.

For more information and to book, see www.recipe4success.org or call 713-520-0443.

About Recipe for Success Foundation

Recipe for Success Foundation's *Seed-to-Plate Nutrition Education™* teaches over 3000 Houston elementary children a month 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 *Seed-to-Plate Nutrition Education™* integrated classes introduce children to the entire cycle of food along with taste and flavor combinations, techniques, and skills that will serve them for a lifetime, and empower them to prepare healthy meals and snacks for themselves.

After just five years and 16,000 children, 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.

Planned Expansion for Recipe for Success in 2011

In 2011 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™ (S2P) 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 five appointed affiliate locations. Applications for S2P Affiliate Licenses and Instructor Training will be available nationwide in 2012. *Eat It! Food Adventures™*, a kids cookbook/adventure story is scheduled for release in the fall of 2011 and television show of the same name is in pre-production with Houston PBS in preparation for national syndication.

The Recipe for Success team is putting the finishing touches on Hope Farms™, an organic urban farm and agricultural education site developed in collaboration with the Houston Livestock Show & Rodeo. Hope Farms™ is planned on 100 acres in the center of the city and will be the largest urban farm in the world. In addition to a significant food crop operation, it will provide on-site RFS Seed-to-Plate Nutrition Education™ for all ages, an on-site market and a rolling green market to deliver affordable produce for neighborhoods marooned in "food deserts," job opportunities for urban youth, community gardens and market growing business incubation opportunities.

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Recipe for Success Foundation is a 501(c)3 charity dedicated to combating childhood obesity by changing the way children understand appreciate and eat their food. More information can be found at

www.recipe4success.org

HIGH RESOLUTION PHOTOS AND FILM FOOTAGE AVAILABLE