

****MEDIA ADVISORY****

FOR IMMEDIATE ACTION

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VEGGIE-LOVING HOUSTON TEXAN ARIAN FOSTER DOUBLES DOWN WITH RECIPE FOR SUCCESS FOUNDATION

HOUSTON, Texas. September 11, 2014. On Tuesday, Nona Evans, Executive Director of the Whole Kids Foundation, presented a \$2,000 Garden Grant to Recipe for Success Foundation in support of its Seed-to-Plate Nutrition Education™ at KIPP SHINE Prep, one of the Foundation's four Showcase Schools in Houston. But then, a surprise: While assisting with the presentation, **Houston Texans running back Arian Foster announced that he would match the gift to provide a total of \$4,000 to the program.**

Since 2010 KIPP SHINE Prep has been a Showcase School for the award-winning Seed-to-Plate Nutrition Education™, benefiting from an annual \$50,000 grant in free programming from Recipe for Success Foundation. The Foundation's evidenced-based curriculum of integrated, hands-on cooking and gardening lessons empower pre-K – fifth-grade students with extensive nutritional knowledge and skills to support a lifetime of healthy eating decisions. The Foundation's Houston-area Showcase Schools serve as incubators to create and pilot innovative new additions to the curriculum for use throughout the national network of Recipe for Success Affiliate Partners.

While addressing the crowd at Whole Foods Market Champions, Foster discussed his passion for pursuing a healthy lifestyle and raising awareness about the benefits of eating a balanced diet rich in fresh fruits and vegetables. He also demonstrated a favorite smoothie recipe chock full of fresh spinach, fruits and herbs.

The Whole Kids Foundation Garden Grant will assist Recipe for Success Foundation in maintaining KIPP SHINE's Recipe Garden, including replacing a garden shed that was recently damaged in a storm.

"We are very privileged to help fund school gardens because when kids grow food, they not only eat that food —they're much more willing to try all sorts of fruits and vegetables — and we know that from all the great programs we've funded," said Nona Evans, Executive Director of Whole Kids Foundation.

"We are so grateful for Whole Foods' support over the last nine years, beginning with providing food for our first cooking classes in schools, most of our special events, and even a robust in-store promotion of our annual VegOut! 30 Way in 30 Days Challenge in March," said Recipe for Success Founder, Gracie Cavnar. "We couldn't ask for better partners in our fight to turn back the tides of childhood obesity."

Representing Recipe for Success Foundation at the gift ceremony were Julie Garza, Director of Strategic Partnerships; Priscilla Lawson, Director of Development; and Sandra Mangini, S2P Instructor at KIPP SHINE Prep; KIPP Houston's Carol Moffett also turned out for the great news.

For the 2014-2015 school year, a combination of thirty-six day and after-school Seed-to-Plate Nutrition Education™ programs are underway across 29 sites in seven Houston-area school districts. Thanks to the national availability of the RFS Affiliate Partner program, Recipe for Success Foundation also supports Seed-to-Plate Nutrition Education™ programs in the Texas Rio Grande Valley and Washington, DC, and coming soon to New York City, New Orleans, Denver, Los Angeles and the San Francisco Bay area.

Learn more about Recipe for Success Foundation and its efforts to combat childhood obesity at recipe4success.org.

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For info or to coordinate interviews, photos or site visits, contact Jenna White: 713.520.0443 or jenna@recipe4success.org.

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. Its programs have empowered more than 25,000 youth with the knowledge and skills to make a lifetime of healthy eating decisions. Through its efforts, including the nationally offered Seed-to-Plate Nutrition Education™, Farmers MarkIDS curriculum, Eat It! Food Adventures children's cookbooks and the VegOut! 30 Ways in 30 Days Challenge, the Foundation aims to make healthy food appealing and available to everyone. The Foundation works to establish healthy eating as the norm and to create a culture in which nutritious food is shared, appreciated, and celebrated. Learn more at recipe4success.org.