

FOR IMMEDIATE RELEASE

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**Cady Vaccaro Kicks off VegOut! Challenge with a Dress for Dinner at Neiman's**  
*Annual event featuring Haute Hippie designer breaks fundraising record*

On Thursday, March 2nd at Neiman Marcus in the Houston Galleria, Recipe for Success Foundation kicked off their 2017 VegOut! Challenge with fashionable fanfare wrapped up in a delicious party called *Dress for Dinner* featuring fashions by Haute Hippie. Tammie Johnson and Brittney Randolph chaired the 9th annual evening of fundraising and fashion inspired by the Foundation's mission to combat childhood obesity by changing the way we understand appreciate and eat our food.

Guests were treated to a show of Haute Hippie's new bohemian summer line while they nibbled on veggie hors d'oeuvres, such as carrot burgers topped with caramelized onions and cauliflower bites, created by Chef Antoine Ware of Harold's. The show's finale featured Haute Hippie designer and healthy eating enthusiast, Cady Vaccaro encouraging guests to take the VegOut! Challenge with her in a quest to eat 30 different veggies in 30 days.

A live auction of "Manolo Blahnik Picnic" by artist Bennie Flores Ansell brought in \$1500 for the Foundation's coffers. Ansell also crafted a gorgeous window display of artistic, radish-inspired stilettos for Neiman Marcus, paying homage to Recipe for Success Foundation and their VegOut! Challenge. Her brilliantly hued window display will remain through the month of March and can be viewed at the store's entrance from the Galleria mall.

Following the fashion show, VIP guests continued to a private Dinner with the Designer where the menu, crafted by Chef Henry Hopkes of Union Kitchen, began with a brilliant minestrone soup followed by wild mushroom and zucchini lasagna and ended with a fresh berry tart. All three courses featured food donated by FreshDirect and were paired with Italian wines provided by Beviamo International.

The evening's chairs shared their personal passion for the work of Recipe for Success to inspire and empower a world of healthy eaters. Any confusion about the connection between fashion, food and health was whisked away by Recipe for Success founder, Gracie Cavnar. "Fresh vegetables are the ultimate beauty product," she told dinner guests. "When you eat healthy, you look great." She then prompted everyone to take out their phones, download the VegOut! mobile app, register for the Challenge and join her team, Veg Is The New Black. Team members who finish the Challenge are eligible to win prizes from Neiman Marcus and jewelry designer, Joan Hornig. Guests good-naturedly followed orders.

To top the evening, winning raffle tickets were drawn for five prizes including a private fashion show and luncheon donated by Neiman Marcus, dinner for four donated by BCN, a limited edition set of Dinner at Eight napkins designed by 10 Houston artists to celebrate Recipe for Success Foundation's 10th Anniversary; a year-long Hope Farmshare of locally grown produce and tickets to the Foundation's exclusive, upcoming event on April 19th-- *Delicious Alchemy: The Banquet*.

Chairs Johnson and Randolph topped all past fundraising benchmarks for the annual *Dress for Dinner* evening, prompting siblings Jeff and Ally Shell, who originally conceived the event, to throw their hat in the ring to chair *Dress for Dinner* in 2018.

### **ABOUT the VegOut! Challenge**

The Foundation's VegOut! 30 Ways in 30 Days Challenge is a call to action that has gamified healthy eating. The Challenge for participants is to eat thirty different vegetables within a month and track their progress is supported by a website and mobile app featuring hundreds of recipes, toolkits for teachers, parents and employers and the inspiration of social media. New in 2017 VegOut! is now also a tool for health advocates to fund Seed-to-Plate Nutrition Education™ programs for their neighborhood schools or give scholarships to military veterans who want to learn to farm.

Thousands of kids, adults, employee groups and families from coast to coast, participate in the VegOut! Challenge throughout the year. Recipe for Success Foundation heavily promotes the healthy game each March to celebrate National Nutrition Month with national partners, brand ambassadors and prizes, inspiring a surge of healthy eating across the country. [www.vegoutwithrfs.org](http://www.vegoutwithrfs.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 35,000 youth with the knowledge and skills to make a lifetime of healthy eating decisions. Through efforts—including the nationally offered Seed-to-Plate Nutrition Education™, Farmers MarKIDS™ curriculum, Eat It! Food Adventures children's cookbooks, the VegOut! 30 Ways in 30 Days Challenge and Hope Farms™, the Foundation aims to make healthy food appealing and available to everyone. It 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](http://recipe4success.org).