

****MEDIA ADVISORY****

FOR IMMEDIATE ACTION

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IT'S OFFICIAL:

MARCH IS VEGOUT! WITH RECIPE FOR SUCCESS MONTH IN HOUSTON

Mayor's proclamation honors local Foundation's citywide challenge to eat more veggies

DATELINE Houston, TX. Wednesday, February 26, 2014. Mayor Annise Parker proclaimed March official "VegOut! with Recipe for Success Month" in Houston. At the press conference with Recipe for Success Foundation and supporters to kick off the citywide 2014 VegOut! Challenge, the Mayor discussed cited poor diets as a reason for the City's high rate of obesity and related illnesses and financial costs. She praised the Foundation for its efforts to make healthy eating accessible through the fun and simple contest.

Like last year, Parker will join thousands of Houstonians in the VegOut! Challenge, eating 30 different vegetables within 30 days this March. Executives across all business sectors who are committed to promoting a healthier Houston joined the Mayor and the Foundation's President and Founder, Gracie Cavnar, at City Hall to promote the value of healthy eating.

Press conference participants included: Annise Parker, Mayor of Houston; **Gracie Cavnar**, Founder & President, Recipe for Success Foundation; *Emcee* - **Isis Smalls**, Miss Houston 2014; **Ed Gonzalez**, Mayor Pro-Tem, Houston City Council; **Dr. Faith Foreman**, Assistant Director, Houston Department of Health & Human Services; **Cyndy Garza Roberts**, Director of Public Affairs, H-E-B; **Dr. Russell Kridel**, Chair, American Medical Association's Council on Science & Public Health; **Kelly Landrieu**, Forager, Whole Foods Market; **Paula McHam**, Director of Client & Community Affairs, Cigna; **Chisolm Tate**, Director of the Diversity Council, Luby's Fuddruckers.

Following the press conference, the Mayor and guests sampled veggie dishes prepared by high-profile area chefs to demonstrate delicious ways to prepare 2014's hottest vegetable: cauliflower. **Chefs included:** Jon Buchanan, Trevisio; Stephanie Hoban, RIPE; Erin Stewart, DEFINE; Jason Little, Whole Foods.

THE VEGOUT! CHALLENGE

Consuming more fresh produce is one of the easiest ways to jumpstart healthier habits, so for the second year, **Recipe for Success Foundation** challenges Houstonians to VegOut! by eating 30 different vegetables in 30 days, beginning March 1.

The Foundation designed the 30-day Challenge as **an easy, delicious food adventure** that encourages people of all ages to step up to the plate and pile it with veggies! Workplaces, restaurants, grocery stores, schools and media are all joining in to support the citywide VegOut! Challenge.

Taking the challenge is as simple as 1-2-3:

1. **REGISTER** for the 2014 VegOut! Challenge.
2. **EAT YOUR VEGGIES** Try a different vegetable each day or gobble 30 veggies all at once. We don't care how you eat 'em as long as you log 30 different vegetables during March on your Veggie Log.
3. **SHARE** Spread the word with your pictures and films on social media, start a team, post your best ideas and recipes to our website, and get your family, school, colleagues and community involved. Use **#vegoutrfs** to share your progress and see what other challengers are up to on social media.

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For interviews and hi-res photos and video, contact Jenna White: jenna@recipe4success.org | 713.520.0443



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 with programs that have empowered more than 20,000 Houston children with the knowledge and skills they need to lead healthier lives.

The Foundation works to create a culture where nutritious food is shared, appreciated, and celebrated. Through its award-winning efforts like the nationally offered Seed-to-Plate Nutrition Education™, Eat It! Food Adventures children's cookbooks and the VegOut! 30-Day Challenge, the Foundation works to make healthy food appealing and available to everyone. More at recipe4success.org.