

# VEG OUT! CHALLENGE



Researchers say there is no better way to embrace a healthier lifestyle than to eat more fresh produce. The VegOut! Challenge supports efforts for families and individuals to eat healthier by making it an adventure, the same way we entice kids to try healthy foods. Regardless of participant motivation—the fun of competition, the exploration of new food, or a personal focus on healthier eating, the end result is the same: A behavior repeated for 30 days becomes a habit. So, Recipe for Success Foundation says *“Step up to the plate and pile it with veggies!”*

The VegOut! 30 Ways in 30 Days Challenge is an annual call to action each March, encouraging participants to eat thirty different vegetables within the month. It is supported by a perennial website featuring hundreds of recipes, toolkits for teachers, parents and employers and the inspiration of live feeds from Facebook, Instagram, Pinterest, Twitter and YouTube.

Thousands of kids, adults, employee groups and families, joined by Houston’s celebrities, politicians and community leaders participated in our 2013 pilot and turned in their veggie logs for a chance at prizes. Now VegOut! has spread beyond Houston zipcodes with national partners, brand ambassadors and prizes, inspiring a spring surge of healthy eating across the country. [www.vegoutwithrfs.org](http://www.vegoutwithrfs.org)