

## FOR IMMEDIATE RELEASE

Contact: Elaine Andino

713-520-0443

[Elaine@recipe4success.org](mailto:Elaine@recipe4success.org)



### **Recipe for Success Announces VegOut! 2017 Will Drive Expansion of Healthy Initiatives**

*Eating 30 Veggies in 30 Days Can Now Raise Now Money for Nutrition Education*

**March 7, 2017. HOUSTON, Texas.** Recipe for Success Foundation's VegOut!



Challenge is now also a tool for health advocates to seek donations inspired by their own healthy behavior to fund Seed-to-Plate Nutrition Education™ programs for their neighborhood schools or award scholarships to military veterans who want to learn to farm.

Now in its fifth year, the VegOut! Challenge, designed to gamify healthier eating, encourages participants is to eat thirty different vegetables within a month and track their progress on the [vegoutwithrfs.org](http://vegoutwithrfs.org) website or mobile app to earn points and badges. The site and app also feature hundreds of recipes, tools for teachers, parents and employers and the inspiration of social media.

Recipe for Success Foundation heavily promotes their game each March to celebrate National Nutrition Month with national partners, brand ambassadors and prizes, inspiring a surge of healthy eating across the country. Schools nationwide are inspired by the prospect of a grant from Chipotle which awards the Foundation's Seed-to-Plate Nutrition Education™ to a lucky campus drawn from all schools registered for the March 2017 Challenge. Although, because the virtual veggie tracker re-starts on the first of each month, thousands of kids, adults, employee groups and families from coast to coast, participate in the VegOut! Challenge throughout the year. For instance, the San Jacinto Girls Scouts can earn a VegOut! Radish Patch for completing the Challenge at any time.

In 2016, participants in all 50 states participated in the VegOut! Challenge, and the month-long focus appeared to permanently change their eating behavior, which is the aim of the Foundation. 41% of Veggie challengers found themselves actively seeking new vegetables and 30% found their families more willing to eat new varieties of veg! This prompted the Meredith Corporation to adopt Recipe for Success Foundation as a Partnership to Change the World, and its brands will be promoting the VegOut! Challenge throughout 2017, kicked off by Eating Well in their May/June issue.

Many companies have found the VegOut! Challenge to be a successful Worksite Wellness initiative. Dozens of Houston-based corporations have used the tool since its inception in 2013, but new organizations continue to adopt it. Latest to launch plans is Cigna, which is encouraging its employees nationwide to take the VegOut!

Challenge in April to honor Earth Month. Saluting their efforts, Recipe for Success Foundation has designed a new Sustainability Badge to recognize purchase of locally grown veggies.

Luby's Fuddruckers is mounting the VegOut! Challenge as a year-long effort and rewarding continued engagement among its employees across nine states. Both Cigna and Luby's Fuddruckers are patrons of Recipe for Success Foundation, but philanthropic support is not a prerequisite for participation by companies: KPMG-Houston is new to the initiative, but already has 65 employees engaging in the effort and Harris Health enjoys an astounding 160 participants on their Challenge team to date with more joining each day.

Consuming more fresh produce is one of the simplest ways to jumpstart healthier habits according to the Surgeon General, so Recipe for Success Foundation drew on its decade of experience enticing young children to adopt healthier eating habits when they designed the VegOut! Challenge. "We make healthy food a deliciously fun food adventure," reports founder, Gracie Cavnar. That tactic seems to play well across all age groups

"I was shocked when my six-year-old grandson asked to try kale, and he really loves it," wrote Kathi White, an annual VegOut! Challenge participant. Since 2013 "We have been eating and enjoying more vegetables and are trying our hand at container vegetable gardening."

Keep up with the VegOut! Challenge on social media, by using the hash tag **#VegOutRFS** and **#VegOut2017** to see who is vegging out.

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### **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).