

FOR IMMEDIATE RELEASE

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FOR IMMEDIATE RELEASE August 6, 2012

NEW CHILDREN'S BOOK GIVES PARENTS FUN TOOLS TO TEACH HEALTHY EATING

Will help children develop lifelong healthy habits by reading, learning and cooking as a family

On September 30, "Eat It! Food Adventures with Marco Polo" hits bookstores nationwide. Using an adventure story to attract young readers to the fun of cooking and eating more fruits and veggies, the book follows Ottavio Fornero, a pint-sized member of Marco Polo's famous expedition as he discovers wondrous foods through the rich cultural traditions of people along the old Silk Road. As Ottavio journeys from Venice to the Middle East, cooks and readers as young as seven learn thirty easy-to-follow recipes inspired by the trip.

Research shows that young children who help cook family meals freely choose healthier foods. By making food an adventure, the book provides parents with an exciting way to read, learn and cook with their children as a family.

Advance reviews of the book have been glowing:

"A fabulously fun read and a great way to teach kids about healthy homemade food!"

Norah O'Donnell – co-host, *CBS This Morning* and co-author, *Baby Love*.

"Wonderful—love the illustrations and how they weave into the recipes. I look forward to reading it with my kids."

Amanda Hesser –author, *The Essential New York Times Cookbook* and editor, *Food52*.

"What a rich repast! The pages are as colorful and appealing as the meals described in them. I dog-eared at least a dozen to cook with my own niece and nephew."

Lauren Purcell – editor-in-chief, *Every Day with Rachael Ray*.

"Eat It! Food Adventures is the best way to make any kid want to cook dinner!"

Mimi Swartz – executive editor, *Texas Monthly*

"Gracie Cavnar cooks up a delicious tale destined to make readers of all ages hungry for more."

Molly Glentzer – writer, *The Houston Chronicle* and author, *Pink Ladies and Crimson Gents*.

"This book is certain to set young kids sailing on their own food adventures."

Bettina Siegel – editor, *The Lunch Tray*.

"Such a beautiful, intelligent vehicle of food knowledge for our children."

Heather Carlucci – award-winning chef, farmer and forager, New York City.

The 160-page book, written for children seven to eleven, is the first in a series of three. *Volume One: Leaving Home* engages young and old alike, setting the stage for parents to share their family's long-held food traditions plus create new ones with their children. Deliciously descriptive, the reader can almost smell the famous rosemary-laced Fornero focaccia and cheesy, cinnamon spiked losyns.

A medieval world map showing Polo's actual expedition routes, 122 original watercolor illustrations by Anni Matsick, glossaries of cooking terms, techniques and utensils, and an extensive illustrated history of ingredients, along with adaptations, serving suggestions and historic trivia complement the story and recipes.

Eat It! Food Adventures with Marco Polo can be purchased for \$19.99 online at www.recipe4success.org (for September 30 shipment,) and will be available through bookstores nationwide on September 30, 2012.

ABOUT THE AUTHOR: Philanthropist, **Gracie Cavnar** is a lifelong cook and gardening enthusiast. She spent the last 14 years researching, creating and perfecting the award winning and nationally recognized nonprofit Recipe for Success Foundation. She has received many honors and recognition for her work and grown her Seed-to-Plate Nutrition Education™ for children from a small pilot in Houston to one with national scope, teaching tens of thousands of children that growing and cooking their own healthy food can be easy, tasty and fun—an adventure! Cavnar's enthusiasm for making healthy food fun for children inspired the "*Eat It! Food Adventures*" series. She has donated the rights to and proceeds from the book to Recipe for Success Foundation. Follow Gracie on twitter @graciecavnar

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Excerpts and visuals from the book as well as photos and interviews with the author are available.