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**RECIPE FOR SUCCESS SAYS “LET’S MOVE HOUSTON!”
LEADING THE WAY WITH THE FIRST LADY’S CAMPAIGN TO COMBAT
CHILDHOOD OBESITY**

May 11, 2010 Today, the “Let’s Move” Presidential Task Force to End Childhood Obesity released a report outlining how a public-private partnership will eliminate childhood obesity within a generation.

Recipe for Success Foundation (RFS) is proud to announce that today’s report reflects the Foundation’s best practices and track record of success in Houston. As a result, RFS is being encouraged to take its effective Seed-to-Plate Nutrition Education™ school-based programs to scale on a national basis.

“We know there is a direct connection between good diet & exercise and increased learning in the class room,” Said U.S Secretary of Education Arne Duncan. “We’re seeing some impressive efforts in Houston and I look forward to watching them grow.”

RFS students cooked up a healthy lunch for Arne Duncan, Secretary of the US Department of Education during his recent Houston visit.

“We are delighted that the administration understands the importance of synergy among all stakeholders and change agents to combat this life threatening epidemic,” said Gracie Cavnar, Recipe for Success Foundation Founder and CEO. “We look forward to working with the Department of Education and other agencies to strengthen our efforts in Houston and to bring our program to communities across the country,”

The Task Force’s 70 recommendations can be broadly summarized in five categories of action: getting children a healthy start in life; empowering parents and caregivers; providing healthy food and nutrition education in schools; improving access to healthy affordable food; and getting children more physically active.

Recipe for Success Foundation’s Seed-to-Plate Nutrition Education™ begins with parents of young children, teaching them healthy, affordable recipes for baby’s first foods. Then RFS goes on to teach nutrition and good habits to 4-11 year old children with hands on lessons in the garden and kitchen. Recipes and guidelines are sent home for the entire

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family to share. The RFS Chefs Advisory Board works with school food service providers across Houston to enhance the appeal of lunch menu items that deliver good nutrition.



The Recipe for Success team is finalizing Hope Farms™, a 100-acre organic farm developed with the Houston Livestock Show & Rodeo. Hope Farms™ will be the largest urban farm in the world and generate significant food crops in the midst of one of Houston's recognized "food deserts." It will feature an on-site farmers market as well as a rolling green market to deliver affordable produce for neighborhoods marooned in surrounding "food deserts." Hope Farms™ will provide community farm plots, and market growing business incubation as well as jobs for urban youth, along with on-site RFS Seed-to-Plate Nutrition Education™ for all ages

Planned Expansion for Recipe for Success in 2010

In 2010 The Foundation is poised to answer demands from over 130 schools and districts across the country waiting to implement its signature programming. The first RFS Seed-to-Plate Nutrition Education™ teacher training and certification classes will be offered in June 2010. National expansion through Community Affiliates will debut in fall 2010 along with a virtual training, and curriculum support website.

About Recipe for Success Foundation

The only initiative in the country of it's scope, the RFS *Seed-to-Plate Nutrition Education*™ program introduces children to the entire cycle of food along with taste and flavor combinations, techniques, and skills that will serve them for a lifetime, and empowers them to prepare healthy meals and snacks for themselves.

After just four years and 12,000 children, the Foundation's efforts are reaping big rewards. Parents report that their kids are now cooking at home, turning away from foods they have learned are unhealthy, and they display a solid awareness of what healthy eating is all about. Children are surprising themselves by trying, and even liking, vegetables that they would never touch before. And teachers are reporting improved behavior and attention spans in class.

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Recipe for Success Foundation is a 501(c)3 charity dedicated to combating childhood obesity by changing the way children understand appreciate and eat their food. More information can be found at www.recipe4success.org

HIGH RESOLUTION PHOTOS AND FILM FOOTAGE AVAILABLE