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Contact PR intern

media@recipe4success.org



EAT THIS! SUMMER CAMP™ WINS BP A+ FOR ENERGY GRANT

Dateline Houston, Texas, July 6, 2009. Eat This! Summer Camp,™ an innovative program developed by **Recipe for Success Foundation** (RFS) staff, Sharon Siehl & Carlos Meltzer, in collaboration with HISD science teacher, Susan Cave, has won a BP A+ for Energy Grant for bringing innovation to the classroom.

In June of 2008, RFS piloted their *Eat This! Summer Camp*™ at MacGregor Elementary where a full complement of RFS Seed-to-Plate Nutrition Education™ programs has been developed over the last four years. The \$5,000 **BP A+ for Energy Grant** will underwrite the final field-testing and 2009 *Eat This! Summer Camp*™, which is also supported with funds from the Clayton Fund and PricewaterhouseCoopers. For the last six years BP has supported and recognized teachers who develop creative energy programs that spark a love for learning in their students and prepare them to make informed decisions about energy-related opportunities and challenges they will face in life.

“BP is proud to support Texas teachers whose enthusiasm in the classroom will help educate our youth and provide them with a great foundation for becoming effective community leaders, consumers of energy, and caretakers of the environment,” said Iris Cross, external affairs manager for BP America.

Eat This! Summer Camp™ is a 120-hour curriculum that prepares students to be savvy consumers, to resist the manipulative marketing tactics of retailers and junk food makers, while they gain an understanding of the energy ramifications of processed vs. whole foods—a lesson for life. Designed for 9-11 year-olds who have had some exposure to the kitchen and garden, it teaches them how food is developed, marketed and distributed to the American consumer. The experience culminates with a student project to turn the bounty of their summer garden into a marketable prepared product. In the process, participants learn about the carbon footprint of our nation’s food supply, discover energy conservation techniques in the kitchen and garden, research

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and create recipes based on the seasonal harvest, test them on other students, design packaging and sell their products. 2008 Campers developed *Rainbow Ribbon Pasta*, handmade noodles “died” with fresh veggies. 2009 Campers created an entire line of *Wholesome Heroes* products including *Sensationally Slow Sun Dried Tomatoes*, *Super Sage Surprise Infused Olive Oil* and *Tantalizing Thyme Infused Olive Oil*. The products quickly sold out at school market stands conducted on the last day of camp, but may be available this fall at Houston’s Farmers Markets.

“We are delighted to be recognized by BP and to win their funding for this important program, which is planned for city-wide implementation in 2010 through the City of Houston Health Department’s Multi-service Centers. There is no better way to instill lifelong lessons than through the hands-on approach of experiential learning and our programs go the extra distance to make healthy eating fun. Kids are responding enthusiastically,” says RFS Founder and President, Gracie Cavnar.

Recipe for Success Foundation is dedicated to combating childhood obesity by introducing children to their food from seed to plate. RFS operates their showcase Seed-to-Plate Education™ programs in five Houston ISD elementary schools serving an at-risk population of 3050 every month. In addition to the *Eat This! Summer Camp*,™ RFS programs include *Chefs-in-Schools*™ —professional chefs volunteer to teach monthly cooking classes to fourth graders; *Recipe Gardens*™ —vegetable beds for every classroom teacher; and daily after school programs: *Kid’s Cooking 101*, *Pasta and Pizza Party*, *Dinner Club* and *Kid’s Dig it!*™.

Over 40 schools and districts are waitlisted for RFS programming, and a comprehensive *Seed-to-Plate Nutrition Education*™ Program Guide will be available nationwide in 2010. *Eat It! food adventures*™, a cookbook for kids is also scheduled for national release in 2010, and a companion television series of the same name is in pre-production with PBS. And coming soon . . . RFS is leading a collaboration to establish *Hope Farms*™ within site of downtown Houston as the largest urban agricultural education project in the country. According to Cavnar, *“Change is in the air.”* ##END##

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