

FOR IMMEDIATE RELEASE

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RECIPE FOR SUCCESS JOINS WHITE HOUSE INITIATIVE COMBATING CHILDHOOD OBESITY!

February 10, 2010 This Week, The White House announced First Lady Michelle Obama's "Let's Move Campaign", a national initiative to eliminate childhood obesity within a generation. As part of that effort, President Obama created the first ever Task Force on Childhood Obesity to develop a national action plan to meet the First Lady's Goal.

Recipe for Success Foundation is proud to announce that it will be working in close collaboration with the Presidential Task Force to help take to a national scale the successful programs it has put in place in Houston ISD Schools.

"The physical and emotional health of an entire generation and the economic health and security of our nation is at stake," said Mrs. Obama at the White House kick off. "This isn't the kind of problem that can be solved overnight, but with everyone working together, it can be solved. So, let's move."

"Childhood Obesity is a national crisis" Recipe for Success Founder, Grace Cavnar said in a statement. "The White House has called us all into action and the Recipe for Success Foundation is ready to help."

About Recipe for Success Foundation

Recipe for Success Foundation's *Seed-to-Plate Nutrition Education*™ teaches over 3000 Houston ISD elementary children how to grow, harvest, and cook their own healthy food. A growing list of 58 high-profile Houston chefs volunteer their time to help.

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

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touch before. And teachers are reporting improved behavior and attention spans in class.

Planned Expansion for Recipe for Success in 2010

In 2010 The Foundation is poised to answer demands from over 100 schools and districts across the country waiting to implement its signature programming. The RFS Seed-to-Plate Nutrition Education™ program guide will be published in July 2010 when the plan for national expansion will be launched. *Eat It! Food Adventures*™, a kids cookbook/adventure story is scheduled for release in the fall of 2010 and television show of the same name is in pre-production with Houston PBS in preparation for national syndication.

The City of Houston will launch the RFS after school programs and summer camps in community centers beginning in April, and is seeking grants to underwrite further expansion in Houston's elementary schools.

The Recipe for Success team is putting the finishing touches on Hope Farms™, an organic urban farm and agricultural education site developed in collaboration with the Houston Livestock Show & Rodeo. Hope Farms™ is planned on 100 acres in the center of the city and will be the largest urban farm in the world. In addition to a significant food crop operation, it will provide on-site RFS Seed-to-Plate Nutrition Education™ for all ages, an on-site market and a rolling green market to deliver affordable produce for neighborhoods marooned in "food deserts," job opportunities for urban youth, community gardens and market growing business incubation opportunities.##

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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

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