



**FOR IMMEDIATE RELEASE**

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**RECIPE FOR SUCCESS CHALLENGES HOUSTONIANS TO VEGOUT! IN MARCH  
With An Easy, Delicious Food Adventure**

**For the entire month of March 2013**, Recipe for Success Foundation (RFS) invites every Houstonian to take part in the citywide challenge to **VegOut!** Armed with the support of the Mayor and her Healthy Houston Task Force, VegOut! is an official **GoHealthyHouston** initiative that serves as a call to action for all of us to step up to the plate – and pile it with veggies!

**Texas is one of 12 states in which more than 30% of the population is obese**, and according to research, there is no better way to embrace a healthier lifestyle than to boost consumption of fresh produce. Spring couldn't be an easier time to start, while vegetables are bountiful in Houston-area gardens and farms, and what isn't grown at home is in season and inexpensive at farmers markets and grocery stores.

The award-winning RFS Seed-to-Plate Nutrition Education™ program in schools successfully motivates kids to eat their veggies, but what about the rest of us? To celebrate National Nutrition Month, RFS will help Houstonians expand their veggie repertoire, with a new website ([www.vegoutwithrfs.org](http://www.vegoutwithrfs.org)) chock full of resources to source and prepare tasty dishes with fresh, seasonal veggies in addition to links to area restaurants featuring VegOut! menu items. The site will feature a public forum with daily themes for participants to share their experiences and ask questions throughout the 30-day challenge; a live Twitter feed of #vegoutwithrfs; and links to VegOut! Facebook, Pinterest and YouTube feeds.

“We want to support people’s efforts to eat healthier by making the entire experience an adventure, which is the same way we entice kids to try new veggies,” says RFS Founder, Gracie Cavnar. “But regardless of participant motivation—whether it’s the fun of competition, the exploration of new food, or a personal focus on healthier eating—the end result is the same: When we repeat a behavior for 30 days in a row, it becomes a habit.”

Highlights of [www.vegoutwithrfs.org](http://www.vegoutwithrfs.org):

- The VegOut! 30 Ways in 30 Days Pledge registration
- Veggies A-Z recipe collection, with printable PDFs
- Ideas for encouraging the whole family to eat their veggies
- Downloadable tracking sheet to record your 30 Ways
- Forum to share ideas, photos and recipes
- Social media links to Facebook, Pinterest, Twitter and YouTube
- Logos and links for area partners supporting VegOut!, including restaurants featuring VegOut! menu options; area farms and CSAs; community gardens where you can grow your own; and grocers and markets offering local and seasonal fresh produce.



By February 27, anyone can visit the site to register individually (and note their team,) or establish a team, take the pledge and prepare to get started. Participants who complete the VegOut! 30 Day Challenge in March are automatically entered into a drawing for fabulous prizes that range from Dinner for two at one of Houston's finest restaurants, to a year of fresh produce delivered to your door.

### **Group Challenges Welcome**

Participants can also register as a member of a group, which provides a whole other opportunity for friendly competition. Many companies are using VegOut! as a fun internal tool to promote wellness with interdepartmental challenges. There's even talk of one organization throwing down the gauntlet to another for who can get the most colleagues to VegOut! The easy and fun format of the VegOut! 30-day challenge is a perfect way to get the whole family, school, club, or company involved—even celebrity fan clubs could take the challenge along with their "star." Group challenges will get a special spotlight with social media and other promotions to bring extra attention to those efforts. RFS hopes their encouragement of lively competition between coworkers, students, families and friends, will make healthier eating easier and more fun!

### **Become a VegOut! Promotional Partner**

Recipe for Success wants to feature and promote all the fabulous Houston venues offering fresh produce—especially if it's local—to provide motivation and options for Houstonians electing to VegOut! Partners will be featured on the VegOut! website and media releases and be regularly included across all public appearances by the VegOut! team and via social media. Templates, logos and camera-ready graphics for signage will be provided by RFS.



### **About Recipe for Success Foundation**

Established in 2005 to address the pandemic of childhood obesity by transforming the way children eat, Recipe for Success Foundation has created measurable change for more than 20,000 Houston elementary students with its *Seed-to-Plate Nutrition Education*™ program. Making healthy eating fun by teaching children how to grow, harvest and cook nutritious foods, RFS empowers them to make a lifetime of healthy eating decisions. RFS has attracted national attention and answered the call to expand its reach beyond Houston roots with its Affiliate Partner Program, which offers *Seed-to-Plate Nutrition Education*™ to schools across the country.

RFS also strives to help Houstonians provide healthier diets for their children with food justice initiatives such as The Rolling Green Market and Hope Farms, as well as VegOut!, the citywide challenge to eat more veggies. In 2012, RFS entered the multimedia realm with a children's cookbook, *Eat it! Food Adventures with Marco Polo*, which has inspired the plot for a children's TV show in development with PBS. Recipe for Success Foundation's efforts make healthy eating fun and normalized in our culture. More information at [www.recipe4success.org](http://www.recipe4success.org).

### **About GoHealthyHouston:**

GoHealthyHouston is the logo/brand of The Healthy Houston Task Force, a group established in 2012 by Mayor Annise Parker to work with City of Houston departments, area agencies, organizations and nonprofits to collaborate, coordinate, support and execute projects, activities, education and promotions that address the problem of obesity. More information at [www.gohealthyhouston.org](http://www.gohealthyhouston.org).