****PRESS RELEASE****
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RECIPE FOR SUCCESS FOUNDATION NAMED 2014 TEXAS HEALTH CHAMPION

HOUSTON, Texas. September 17, 2014. On Tuesday, September 9, 2014, Gracie Cavnar, CEO and Founder of Houston-based Recipe for Success Foundation, accepted the 2014 Texas Health Champion Award, presented by the Michael & Susan Dell Center for Healthy Living, The University of Texas School of Public Health Austin Regional Campus, and Live Smart Texas as a part of the 7th Annual Texas Obesity Awareness Week.

This annual award goes to an organization or individual that has demonstrated exemplary achievement in reducing the burden and/or raising awareness of the obesity epidemic in Texas.

L to R: Gracie Cavnar, Founder and CEO, Recipe for Success Foundation; Howell Wechsler, Chief Executive Officer, Alliance for a Healthier Generation; Deanna Hoelscher, Director, Michael & Susan Dell Center for Healthy Living; Alice Kirk, Child Health and Wellness Specialist, Texas A&M AgriLife Extension Service

The ceremony took place at the Blanton Museum of Art on the University of Texas at Austin campus, where Cavnar addressed fellow healthy living advocates from across the state, including special guest Dr. Howell Wechsler, CEO of the Alliance for a Healthier Generation and executives of Texas YMCA, PTA, Action for Healthy Kids, It's Time Texas, Live Smart Texas and Texas Hospital Association, among others.

Lisa Stark Walsh, Executive Director of the Texas Medical Association Foundation, which endorsed the nomination, introduced Cavnar, condoning her "effective partnership to reach communities that most need engagement through a hands-on, experiential approach" in order to "rescue an entire generation of Americans from health problems related to poor diet decisions."

Dr. Deanna Hoelscher, Dell Center Director and Live Smart Texas Co-Chair, ratified Walsh's perspective: **"Recipe for Success is a model of health promotion and disease prevention for communities around the state and country."**

Established by Gracie and Bob Cavnar in 2005, Recipe for Success Foundation combats childhood obesity by changing the way our children understand, appreciate and eat their food and by educating and mobilizing the community to provide healthier diets for children.

Partnering with impassioned Houston chefs including Monica Pope of Top Chef fame, Cavnar launched her **Seed-to-Plate Nutrition Education™** in six Houston-area elementary schools, providing integrated cooking and gardening lessons, exposing youngsters to the entire cycle of food. Thirty-six programs are now underway across 29 campuses, including seven Houston-area school districts, the Texas Rio Grande Valley and Washington, DC, and coming soon to New York City, New Orleans, Denver, Los Angeles and the San Francisco Bay area.

In addition to its Seed-to-Plate Nutrition Education™, the Foundation's nationally available **Farmers MarKIDS** curriculum, **Eat it! Food Adventures** children's cookbooks and the annual **VegOut! 30 Ways in 30 Days Challenge** provide affordable tools to make healthy eating fun – an adventure!

Recipe for Success Foundation will soon break ground on **Hope Farms**, an initiative to transform two acres in the Sunnyside neighborhood of Houston into a fully functional, organic farm, designed to generate significant food crops in the midst of one of Houston's recognized "food deserts" and provide small business incubation and workforce readiness training for homeless veterans and urban youth.

Learn more about Recipe for Success Foundation and its efforts to combat childhood obesity at recipe4success.org.

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For info or to coordinate interviews, photos or site visits, contact Jenna White: 713.520.0443 or jenna@recipe4success.org.

About Recipe for Success Foundation

Since 2005 Recipe for Success Foundation has worked to combat childhood obesity by changing the way our children understand, appreciate and eat their food, and by educating and mobilizing the community to provide healthier diets for children. Its programs have empowered more than 25,000 youth with the knowledge and skills to make a lifetime of healthy eating decisions. Through its efforts, including the nationally offered Seed-to-Plate Nutrition Education™, Farmers MarKIDS curriculum, Eat It! Food Adventures children's cookbooks and the VegOut! 30 Ways in 30 Days Challenge, the Foundation aims to make healthy food appealing and available to everyone. The Foundation works to establish healthy eating as the norm and to create a culture in which nutritious food is shared, appreciated, and celebrated. Learn more at recipe4success.org.