

****PRESS RELEASE****

FOR IMMEDIATE RELEASE

Contact: Jenna White | (713) 520-0443 | jenna@recipe4success.org



HOUSTON DIGS REAL FOOD FOR NATIONAL FOOD DAY!

HOUSTON, Texas. September 30, 2014. Recipe for Success Foundation is calling on all Houstonians to celebrate national Food Day by taking part in Houston Digs Real Food, a citywide planting of vegetable seeds. The Foundation, which organizes the annual Food Day activities in Houston in support of healthy, affordable and sustainable food, will provide free seed packets to anyone interested in participating, or people can use their own seeds. The veggie seeds are donated by Botanical Interests.

Houston Digs Real Food participants are encouraged to round up a group – business colleagues, faculty and students, friends, neighbors or family members – on Friday, October 24, 2014, and plant veggie seeds in gardens, window boxes, outdoor planters or even in pots on their desks. To promote the cause and invoke a social splash, participants are asked to capture plantings with photos or video to share on Facebook, Twitter and Instagram. Include event hashtags #HoustonDigsRealFood #FoodDay2014 and #FoodDayHouston.

As the fourth year of organizing Food Day events in Houston, Recipe for Success has hosted everything from chef cook-offs to movie premiers to seminars about food. But The Center for Science in the Public Interest, who created and operate Food Day, have begun encouraging a whole city to do the same thing at the same time in order to raise a broader awareness of issues surrounding affordable access to healthy food.

“Last year the New York team inspired more than 10,000 people to participate in their Big Apple Crunch, which set a world’s record,” says Recipe for Success Founder Gracie Cavnar. “We would like Houston to send an equally powerful message that we believe that accessible, affordable healthy food for all our neighbors is an important issue. But of course we want to have fun sending our message.” Many have already signed up for the fun, including schools across the city, employers focused on celebrating wellness, families and community gardeners. Even Mayor Annise Parker will join in the veggie planting at the MacGregor Elementary Recipe Garden.

To register for the 2014 Houston Real Digs Real Food planting on October 24 and request complimentary vegetable seeds, email Tracy Weldon at tracy@recipe4success.org or call 713.520.0443.

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For info or to coordinate or photos, 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 30,000 youth with the knowledge and skills to make a lifetime of healthy eating decisions. Through efforts—including the nationally offered Seed-to-Plate Nutrition Education™, Farmers MarKIDS™ curriculum, Eat It! Food Adventures children's cookbooks, the VegOut! 30 Ways in 30 Days Challenge and Hope Farms™, the Foundation aims to make healthy food appealing and available to everyone. It 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.

About Food Day

Food Day is a celebration and movement for healthy, affordable and sustainable food. It was created by the Center for Science in the Public Interest as an annual event to inspire Americans to change their diets and our food policies. Every October 24, thousands of events all around the country bring Americans together to celebrate and enjoy real food and to push for improved food policies. In addition to the annual focus on Food Education in Every School, this year’s theme is Food Justice. For more info about Food Day, visit foodday.org.