



2015 DONATION OPPORTUNITIES

Flavors of the Heart (FOTH) is a celebration of heart-healthy multicultural cuisine. Donations are a great opportunity to demonstrate your support for the American Heart & Stroke Teens Cook with Heart program. Through highly visible and credible promotion, your organization can make an impact among both cutting edge restaurants and health-conscious diners.



Teens Cook with Heart (TCWH) Program Supporter - \$10,000

- Recognition as a TCWH local program supporter on event website
- Company Logo on TCWH program banner
- One page recognition in FOTH cookbook
- 20 Complimentary tickets valued at \$75 each
- Special Pricing on additional event tickets at \$50 each
- Verbal acknowledgement of generous contribution during event remarks
- Company logo on chef coats and/or aprons at TCWH competition
- Company logo on TCWH students cookbooks and materials
- Opportunity to be a judge and/or mentor of the program



Cookbook Supporters - \$5,000

- Recognition as the Cookbook supporter on event website
- Back Cover recognition on the FOTH cookbook
- 10 Complimentary event tickets valued at \$75 each
- Special Pricing on additional event tickets at \$50 each
- Verbal acknowledgement of generous contribution during event remarks



People's Choice Award Supporters - \$3,500

- Recognition as a People's Choice Award supporter on event website
- Company Logo on People's Choice Award
- 1 page recognition in FOTH cookbook
- 8 complimentary events tickets valued at \$75 each
- Special Pricing on event tickets at \$50 each

For additional details on becoming a *Flavors of the Heart* 2015 supporter, please contact Annarella Jordan, Multicultural Initiatives Director, by phone: 702-499-7875, or email: annarella.jordan@heart.org.



Heart Chef Coat Supporters - \$2,000

- Recognition as a chef Coat Supporter on event website
- Company Logo on Heart Chef Coat
- 1 page recognition in FOTH cookbook
- 6 complimentary event tickets valued at \$75 each
- Special Pricing on event tickets at \$50 each



Cookbook Full Page - \$1,000

- 4 complementary tickets
- Special pricing on event tickets at \$50/ea.

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Our Mission

To build healthier lives free of cardiovascular diseases and stroke.

Our Impact Goal

“By 2020, to improve the cardiovascular health of all Americans by 20% while reducing deaths from cardiovascular diseases and stroke by 20%.”

Flavors of the Heart

Flavors of the Heart is a celebration of the Teens Cook with Heart Program. We are asking Las Vegas Chefs to join us and help us raise awareness about healthy eating.

Your Support is Important

TCWH Next Generation is an educational program that focuses on high school students currently enrolled in culinary classes. It is designed to enhance their current curriculum by providing access to workshops increasing their knowledge, skills and motivation to create and utilize heart- healthy food preparation and recipe creation during their culinary professional career.



Purpose of Flavors of the Heart

- To raise awareness about healthy eating
- To motivate local restaurants to create a heart healthy recipe to make them part of their menus and promote it at this event
- To support the American Heart and Stroke Association's Teens Cook with Heart Program.

Date, Time, and Location

- September 26, 2015
- 7:00 pm to 10:00 pm

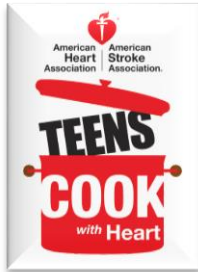
Projected Attendance

- Approximately 500 guests
- Food & Wine Tasting
- Music

Ticket Sales

- Individual – \$75
- Party of 2 - \$140
- Party of 5 - \$325
- Party of 10 - \$600
- Party of 20 - \$1,000

Please visit www.flavorsoftheheart.com for more information.



The Teens Cook with Heart Program

To achieve its 2020 goal, the American Heart and Stroke Association is committed to facilitate a dramatic change in the way Americans eat and prepare food. To accomplish this change, the American Heart Association has created the Teens Cook with Heart program to educate high school students about the importance of cooking healthy, to motivate them about creating healthy recipes, and to empower them with healthy alternatives into the careers of future chefs and their guests.

Our Focus

Teens Cook with Heart focuses on 3 major behavioral changes to combat the obesity epidemic; **increase** awareness about healthy eating, **decrease** the use of ingredients high in fat, sugar, and cholesterol in their recipes, and **increase** the use of ingredients high in fiber and nutrients. Through teaching culinary students the importance of healthy cooking we expect to see improvements in the culinary world and as a result a decline in obesity in the upcoming years.

Our Reach

The Clark County School District has incorporated the TCWH program into their culinary curriculum and it is available to all high schools that have the culinary program. Thanks to this accomplishment we will be impacting more than 3,500 students, plus their families and teachers.

Outcomes

Our outcomes are not limited to:

- Decrease the number of students who believe that:
 - Cooking healthy food is expensive
 - Cooking healthy food is too time consuming
 - Cooking healthy is boring
- Decrease consumption of ingredients high in Trans and saturated fats, sodium, and sugars, in food preparation
- Increase healthy menus in restaurants

Increase consumption of whole grains, good fats, and ingredients high in nutrients