



Purpose of Flavors of the Heart

- To educate Las Vegas community on how to make healthier choices when eating out
- To motivate chefs to create heart-healthy dishes and promote it at this event
- To generate funds for the American Heart and Stroke Association's Teens Cook with Heart program

Date, Time, and Location

- Saturday, September 19, 2015
- 7:00 pm to 10:00 pm
- World Market Center Las Vegas – 16th Floor, Building B

Projected Attendance

- Approximately 500 guests
- Food & Wine Tasting

Ticket Sales

- Individual – \$75 per person
- 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.



Our Mission

To build healthier lives free of cardiovascular disease 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.



Participation is Simple . . .

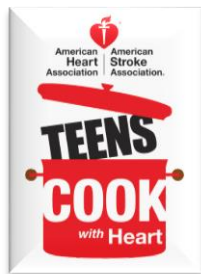
- Create a heart healthy dish
- Provide a recipe & color photo of your dish for our cookbook
- Provide your Chef's color photo, restaurant's logo for our *Flavors of the Heart* event website and promotions

What You Receive . . .

- Opportunity to meet and gain new customers for your restaurant
- Visibility and recognition of your efforts to offer & serve healthy food
- Banner that highlights your restaurant,
- 2 Full Pages in our *Flavors of the Heart* cookbook that features your recipe, your chef, and your restaurant

Why Your Participation Is Important . . .

With the aid of advocacy and events like *Flavors of the Heart*, we will successfully reach our goal to improve the cardiovascular health of our Southern Nevada community



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