



Teens Cook with Heart Program (TCWH)

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 in their careers of future chefs.

Our Focus

Teens Cook with Heart focuses on 3 major behavioral changes to combat the obesity epidemic; **increase** education about healthy cooking, **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

TCWH program is available to all high schools that have the culinary program in the entire state of Nevada. Each year we can impact more than 5,000 high school 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 their future restaurants
- Increase consumption of whole grains, better fats, and ingredients high in nutrients

General Information About: Flavors of the Heart

Teens Cook with Heart celebrates its accomplishments at *Flavors of the Heart* (FOTH). FOTH is a heart-healthy culinary event. Donations are a great opportunity to demonstrate your support for the American Heart & Stroke Teens Cook with Heart program. Enjoy Heart-Healthy food by renowned chefs, wine tasting and music!

Date, Time, and Location

- TBD
- 7:00 pm to 10:00 pm
- World Market Center Las Vegas, Bldg. "B"

Projected Attendance

- Approximately 500 guests

Ticket Sales

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

For additional details on becoming a *Teens Cook with Heart* 2017 supporter, please contact Annarella Jordan, Multicultural Initiatives Director, by phone: 702-499-7875, or email: annarella.jordan@heart.org.

TCWH DONATION OPPORTUNITIES

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

- Recognition as a TCWH local program supporter on event website
- Company Logo on TCWH program competition banner
- One page recognition in FOTH cookbook
- 10 Complimentary tickets valued at \$75 each
- Company logo on chef jackets at TCWH competition
- Company logo on TCWH teacher's workbooks
- Opportunity to be a judge and/or mentor of the TCWH program

Cookbook Supporters - \$5,000

- FOTH cookbooks will be distributed to all High Schools participating in the TCWH program
- Recognition as the Cookbook supporter on event website
- Back Cover recognition on the FOTH cookbook
- 5 Complimentary event tickets valued at \$75 each

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

- TCWH students will compete against all renown chefs at FOTH
- Recognition as a People's Choice Award supporter on event website
- Company Logo on People's Choice Award tickets
- 1 page recognition in FOTH cookbook
- 2 complimentary events tickets valued at \$75 each

Heart Chef Coat/Apron Supporters - \$2,000

- Company logo at TCWH students aprons
- Recognition as a chef Coat/Apron Supporter on event website
- Company Logo on Heart Chef Coat
- 1 page recognition in FOTH cookbook

E-Cookbook Supporter - \$1,000

- FOTH e-cookbooks will be distributed to all high schools participating in the TCWH program
- Recognition as an e-cookbook Supporter on event website
- Company logo on flash drives
- Page recognition in FOTH cookbook

Please visit www.flavorsoftheheart.com for more information.
Enjoy this [video](#) from the 2016 Teens Cook With Heart Competition!

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