

Press Release

New Cookbook for kids is how to get kids off of junk food and happily into healthful eating for life.

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Cookbook Release: Let's Play With Food-Celebrate the Seasons

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Finally a response to the media coverage of what's wrong with the American Diet: From baby formula to baby food to nuggets to diabetes and obesity is a vicious cycle that must be derailed early on. *Let's Play With Food-Celebrate the Seasons* gets children as young as 2 involved in preparing and eating real and healthy foods. This delightful cookbook for 2-8 year olds and their associates is filled with fun, healthy recipes; easy-to-handle food cartoons that entice even the pickiest eaters. Developed for adults in charge of meals for children, *Let's Play With Food* is the answer to very quickly and easily create delicious meals and release children from fast food addiction.

Our food culture of meals that come in a box or out of a box has set up a pattern of instant gratification from foods laced with addictive chemical additives that are also heavy on sugar and salt and over-processed flour products. These empty calories leave the consumer full but still nutritionally starving. Eating whole foods cooked and served with a health consciousness helps one to think bright and feel light.

Gluten free, dairy free, sugar free, trans fat free are buzz words being used to address the fact that industrialized food has brought more than historical profits to the food industry and is being linked to the sad fact that 78.8 million people are obese in the US (a statistic that is growing in industrial nations world wide), and the current generation of adolescents, who will not live to be older their parents for the first time in history, are paying the highest price.

Using interaction and fun as a premise *Let's Play With Food-Celebrate the Seasons* is an art project as well as lessons in cooking and nutrition while story telling. This begins a dietary program that educates parents and children to think about food by color, the natural code by which daily food nutritional requirements are based. A basic understanding of feeding your body while turning it into a picture is a fun introduction to the concept that

food is energy and sets the palate on a good path for a lifetime of healthy eating habits. This is the first in a series of four cookbooks that will engage children through college and beyond with a positive process in understanding body+food=energy.

When children have dietary issues or food allergies fear and dread take over the joy of eating. No child wants to be denied birthday cake or other common kid favorites because it will cause a painful reaction. ‘You can’t eat that’ and ‘Not for you’ causes anti-social backlash, no parent or teacher wants to become the food police. *Let’s Play With Food –Celebrate the Seasons* proves that making meals can be fun in ways that junk food can’t, and makes healthy food more appealing. A picture is worth a thousand words, this food IS pictures, and none of the words are ‘no’. This book delivers what fast food chain ad campaigns pretend to offer, *Let’s Play With Food-Celebrate the Seasons* is fun on a plate.

Putting the focus on the story or picture that is the meal plan involves even the fussiest away from the opportunity to reject what is good for them. The children participate in finding ingredients by color while shopping: ‘Let’s get a green vegetable for our lady bugs to sit on.’ Directs the attention on the color of the food they will be nibbling while creating their art plate. Serving produce raw or steamed offers maximum flavor, color and nutrition quickly: more advanced cooking techniques will be covered in the follow-up books in the *Let’s Play With Food Series*.

This unique approach of getting the children involved in cooking offers many opportunities for learning as the child develops their palate to prefer the flavors and satisfaction of whole foods as opposed to the addictive roller coaster of junk food. The first step in *Let’s Play With Food-Celebrate the Seasons* include:

- Finding the words on the shopping lists develops reading skills while shopping and having the child help pick out the produce is a lesson in best selection.
- Chapters use foods that are available by season, a lesson in the farming culture and the recipes included in each chapter encourage these discussions. Growing them is an even greater opportunity in involving the child in expanding their taste.
- Motor skills are developed while handling raw and cooked foods and simple tools in this first step in learning to cook.

- Presentation and creative expression are keys to success in everything.
- Communication skills jump off of the songs and stories that each recipe includes,
- Memory is exercised and strengthened: “What did we buy to make Queenie Sun?” “How did we do this last time?”
- Family history is easily included in each dish.

The goal for *Let's Play With Food* is to be the impetus to get families into the kitchen together and, while learning to prepare food through artistic creation and story telling, end up eating healthier. *Let's Play With Food-Celebrate the Seasons* is for 2-8 year old children to begin a basic understanding of nutrition, followed by *Eat Your Math Homework* (6-12 year olds) and *Devour Chemistry* (9-16 year olds).

- The ingredients used in the *Let's Play With Food-Celebrate the Seasons* recipes are easily obtained at local super and farmer's markets and happen to be gluten, dairy, sugar and guilt free as well as containing little or no salt.
- *Let's Play With Food- Celebrate the Seasons* teaches basic nutrition by color and helps adults to consider the servings of daily nutritional needs for the whole family.
- Utilizing hunger to develop both small and large motor skills prepping and arranging food in a creative and organized matter also develops self-sufficiency and confidence.
- *Let's Play With Food- Celebrate the Seasons* will be the first cookbook dedicated to bringing children out of eating junk food and willingly and joyfully into eating honestly delicious and healthy, whole food. The how-to-guide breaks down each recipe for an adult (parent, baby sitter or care provider) to easily organize the preparation of the food to be made for and with children.
- *Let's Play With Food- Celebrate the Seasons* uses easy to handle foods that become cute meals. See the joy and delight in the eyes of children as they are served meals they have helped in creating that actually look like characters that they know.
- The recipes offered include fresh seasonal produce in easy to eat servings of delicious foods that provide maximum health and energy.
- The simple cooking techniques maintain nutrition, color and texture of produce, require little maintenance while cooking and include raw fruits, vegetables with vegan options that are easily adapted to personal taste, dietary substitutions including a kosher diet (no dairy).
- Short cuts put these meals on the table fast and easily create follow up meals or snacks.

Elaine's goal is for children that begin with *Let's Play With Food-Celebrate the Seasons* to then easily digest the information of the following books in the series with a life altering comprehension of the correlation between food/body/energy/strength/good health.