



## FOR IMMEDIATE RELEASE

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### **New online crash course in seasonal, allergen-free vegetable cooking gives busy parents essential tools**

*Chef Hollie Greene's JoyFul12 learning lab gets parents in the kitchen and gets kids eating more vegetables and fruits*

(June 30, 2014) San Francisco, California: With national concern around childhood nutrition at an all time high, Chef Hollie Greene announces her answer to every parent's dream: the [Joyful 12](#), an educator-and-kitchen tested learning lab designed to motivate even the most reluctant preschooler to try, and even love, eating vegetables and fruits all year round. The Joyful12 features proven educational techniques that teach parents essential – and often missing - home cooking skills, in a beautiful, engaging and affordable online format.

Cooking and eating with young children is essential for fostering a child's healthy relationship with food. Yet parents often struggle to find time to cook, and many lack the most basic kitchen skills that make preparing healthy delicious meals fast and efficient. Even for parents who are die-hard Food Network or food blog fans, the ability to whip up a complete shopping list, master basic knife skills, or to cook unfamiliar but compelling vegetables such as fennel or asparagus can be looming barriers to getting a vegetable-centric meal on the table.

"Local farm-fresh produce is all the rage, with those seductive peak-season flavors. But the road to dinner is bumpy when vegetables and fruits wither in the refrigerator," says Chef Hollie Greene, founder and CEO of [JoyFoodly](#). "When you add busy family schedules and fussy eaters to the mix, it's easy to surrender and reach for the take-out menu and frozen chicken fingers. My goal is to give families a positive experience with food that transforms stress into joy."

Chef Hollie uses her natural humor, her French culinary degree and her 16 years in front of a classroom to conquer parents' kitchen fears and kids' resistance to vegetables and fruits. In easy-to-follow, entertaining videos, she empowers parents with techniques proven to get kids interacting with all their senses, getting them to say 'Yes!' to spring artichokes, summer eggplant and fall figs. Easy, medium and adventurous recipes feature the season's best ingredients, which are readily available whether you shop at a supermarket, a farmers market or farm-direct.

Chef Hollie's recipes carry clear allergen labels and are tested gluten-free, alleviating concerns about inadvertent exposure. And to take the sting out of the grocery run, all Joyful 12 recipes integrate into an innovative, mobile-ready shopping list, allowing users to seamlessly take their market plans on the go.

"My daughters love to cook vegetables, but I always look for ways to inspire my younger one to eat fruit, which she does not like! The Joyful 12 gives me great ideas on how to gently encourage her. Chef Hollie gets back to basics, teaching families how to be better eaters, feeders, and cooks, which is also my mission with Bi-Rite Market and why I wrote Eat Good Food," said Sam Mogannam, owner of [Bi-Rite Market](#) in San Francisco.

JoyFoodly is committed to making the Joyful 12 affordable to families across the economic spectrum. With lifetime access, parents can learn a year's worth of tutorials and inspiration for summer, fall, winter and spring, with unlimited access to all videos, recipes, shopping list tools, and more.

"Chef Hollie's warm, approachable style really gets kids interested in fruits and vegetables. The launch of Joyful 12 allows Hollie to share her deep expertise in whole, healthful eating and food education with a broad audience of families nationwide. What a wonderful way for working families to have delicious, simple suppers," said Marjorie Wolfson, Cook for Kids Director at [Wellness in the Schools](#) in New York City.

Life is busy and everyone needs a helping hand, especially when it comes to taking stress, the unwelcome guest, out of mealtime. Chef Hollie is the warm and nurturing fairy godmother to every parent looking to bring joy back to the family dinner table.

**About JoyFoodly:** JoyFoodly is a San Francisco-based company seeking to create a new food culture where kids and families celebrate the joy of good food together. Founded in 2013, JoyFoodly unveiled its first product, the [Joyful 12](#), a web-based cooking crash course for families, in 2014. The Joyful 12 is a beautiful, engaging and affordable site that offers members video tutorial "bites", allergen-and-gluten-free recipes ideal for kids' palates, a shopping list generator, and a community space to share successes and challenges. Through the Joyful12, food education expert Chef Hollie Greene teaches parents simple cooking techniques and engagement strategies that motivate families to joyfully eat seasonal vegetables and fruits throughout the year. With 16 years in a classroom and teaching over 2,000 kids from the East Coast to California, Chef Hollie is currently featured in Whole Foods Market Northern California's "Now In Season" program, which highlights the best seasonal produce available to shoppers. Chef Hollie is passionate about helping parents feel good about the food they feed their kids, and helping families celebrate the JOY of mealtime together. Engage with us: Facebook: [www.facebook.com/JoyFoodly](http://www.facebook.com/JoyFoodly) Twitter: [@JoyFoodly](https://twitter.com/JoyFoodly)

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