

# MEDIA ADVISORY



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## HEALTHCARE CEOS COMPETE WITH THEIR FAVORITE LOCAL SEASONAL FOOD RECIPES!

**WHAT:** Inova Health System CEO, Knox Singleton and Inova Fairfax Hospital CEO Dr. Reuven Pasternak will be participating in a Battle of the CEO Celebrity Chefs. The two CEO Celebrity Chefs will be donning their chef gear to serve up dishes prepared from their own recipes and featuring fresh, local ingredients. Speakers will also highlight the benefits of local, sustainable food options. Inova employees and cafeteria visitors will act as judges for the Showdown, granting a win to the competitor whose recipe sells more portions. There will also be a Farmers' Market on-site to help provide local seasonal produce options to staff, patients and the community. Proceeds will support Inova's sustainability programs, helping to reduce our environmental impact.

**WHEN:** Thursday, August 18 from 12:00 pm - 1:00 pm

**WHERE:** Inova Fairfax Hospital, 3300 Gallows Road, Fairfax, VA, 22042

Skylight Cafeteria

**VISUALS:** Inova Health System CEO Knox Singleton and Inova Fairfax Hospital CEO Dr. Reuven Pasternak serving local food dishes in chef's attire. Farmers' market with local food displayed. Educational displays.

### BACKGROUND:

The CEO Cooking Showdown highlighted the benefits of eating sustainably, reminding Inova employees and other hospital visitors how delicious – and healthy – local, seasonal food can be. Inova hospitals have also participated in previous events including employee local food cook offs, monthly farmers' markets and benchmarking of local produce purchasing. Programs such as this are natural extensions of Inova's support for the Buy Fresh-Buy Local Campaign, a nationally recognized program dedicated to

reintroducing Americans to their food – the seeds it grows from, the farmers who produce it, and the routes that carry it from the fields to their tables.

Good nutrition is a critical element of wellness and consistent with Inova's vision to improve the health of the communities we serve. Inova's Buy Fresh-Buy Local program was established to assist the more than 67,075 individuals who receive food stamps (SNAP) on a monthly basis in Northern Virginia. By stretching food stamps dollars Inova is working to achieve the goal of making healthy, nutritious food more affordable. Furthermore, the program has an economic development component as it assists those local farmers who participate in the markets. For more information and other helpful resources, please visit [www.inova.org/buyfreshbuylocal](http://www.inova.org/buyfreshbuylocal).

### *About Inova Health System*

*Inova Health System is a not-for-profit healthcare system based in Northern Virginia that consists of hospitals and other health services, including emergency- and urgent-care centers, home care, nursing homes, mental health and blood donor services, and wellness classes. Governed by a voluntary board of community members, Inova's mission is to improve the health of the diverse community it serves through excellence in patient care, education and research. Inova provides a healthy environment for its patients, families, visitors, staff and physicians by prohibiting tobacco use on its campuses.*

*Inova recognizes that being a world-class healthcare provider involves caring for our environment, in addition to caring for our patients. We understand the health of our environment affects the health of our patients and community. We understand that green initiatives and sustainability programs need to encompass three basic tenets: ecology, economy and social equity. The programs we design and implement are designed to seek a balance among these tenets.*