

FOR IMMEDIATE RELEASE

“Create a New Family Tradition: Tempt Your Kids into the Kitchen to Cook Thanksgiving Dinner with You”

A new online video about cooking Thanksgiving dinner with kids including great recipes

NEW YORK CITY – (November 15, 2010) – Thanksgiving is the most widely observed American holiday, but sometimes our littlest family members miss out on the food and fun. [Parentearth.com](http://www.parentearth.com), a new website made by 2 moms (Nicole Betancourt and Sarah Schenck), wants to help you get your kids in the kitchen this holiday season with short and entertaining online videos. Their latest creation, "[Cooking With Kids: Thanksgiving \(plus baby food\)](#)" is hosted by dietitian and delectable home cook Amy Marlow who creates a Thanksgiving feast that the whole family will be thankful for.

Video link:

<http://www.parentearth.com/recipes/cooking-with-kids-thanksgiving-baby-food/>



Amy, with support from some enthusiastic parents and their little chefs, roasts a gorgeous, golden turkey breast; steams green beans to serve

with caramelized onions and lemon zest; and prepares a crispy outside & tender inside medley of root vegetables with carrots, butternut squash, and parsnips. You'll see how to include your baby in Thanksgiving dinner without doing any extra work – except pressing 'blend' or twirling the handle of the food mill a few times.

"Thanksgiving is a time for food to bring families together, yet sometimes it can be stressful to have the little ones underfoot in the kitchen. Parent Earth's new Thanksgiving video offers a solution – give kids a job to do," says Nicole Betancourt.

On parentearth.com, you can watch videos with your children to discover how [shopping](#), [cooking](#), and other [food-related chores](#) can be fun and educational. "Food habits are established early in life and the stakes are high for parents with rising rates of obesity and diabetes. We created Parent Earth to take the pressure off of parents and to make real food fun again." Says Betancourt.

"I haven't met a parent yet who has all the answers," Schenck said. "At Parent Earth, we bring you the ideas and advice from experts who want to share their wisdom on food and parenting."

The Thanksgiving video was made in partnership with [HAPPYBABY](#), [Stonyfield Farm](#), and [Care2](#). Launched on Mother's Day 2006, HAPPYBABY® is the nation's leading premium organic baby and toddler food brand. The company offers functional foods and optimal nutrition for all stages of infancy and toddlerhood.

ABOUT PARENT EARTH

How can we foster a world that nurtures healthy, thriving children? Parent Earth creates, gathers and shares short videos that answer parents' questions about food, including cooking, gardening, nutrition and behavior. Parent Earth videos reflect diverse opinions and perspectives and offer a wide range of parenting styles and food choices -- all aimed at promoting healthy, fresh, safe and affordable food for all children. For more information, visit www.ParentEarth.com.



ABOUT NICOLE BETANCOURT

Nicole Betancourt, Founder and CEO, has 17 years experience in media production and distribution. She has won an Emmy for an HBO documentary, led a web-based media organization as Executive Director and is a Kellogg Food and Society Policy Fellow and a Donella Meadows Fellow. Her work has been praised in the New York Times, USA Today, and Variety, by the Oprah Winfrey Show and at film festivals from Minsk to Taipei. She lives in Harlem with her husband and two young daughters.

ABOUT SARAH SCHENCK

Sarah Schenck, Co-Founder and COO, is an award-winning feature film producer and director with an M.A. in Political Economy from Stanford University. Currently a Hepburn Fellow at Bryn Mawr College, she served as the Senior Education Policy Advisor for the NYC Comptroller. She lives in Brooklyn with her husband John Donohue (author of the forthcoming book *Man with a Pan: The Culinary Adventures and Misadventures of Fathers Who Cook for Their Families*) and two children. Sarah also makes videos on the food supply for the Park Slope Food Coop.

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