



For Immediate Release

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Real Men Cook® Maintains Focus on Healthier Eating

MAY 23, 2011, CHICAGO—In Chicago and cities in every region of the country, Father’s Day means Real Men Cook® (www.realmencook.com). For 22 years, fathers and father figures have eagerly sacrificed their day of leisure, cooking and serving soulful dishes to the five thousand visitors who flock to the food-sampling event annually.

In addition to showcasing the dedication of hard-working fathers, Real Men Cook seizes the day to educate the community on healthier eating. Many of the volunteer cooks take great pride in preparing tasty, nutritious and sometimes unusual dishes for the crowd’s enjoyment. Catering chef Marwin Brown, for example, likes to demonstrate that there are healthier ways to enjoy traditional dishes without sacrificing taste. This year, he is preparing a low sodium, low cholesterol North African gumbo with couscous.

“If you can open people’s minds to different foods, you hopefully can get them to be open to other things,” he says.

The annual food-sampling extravaganza opens at 3 o’clock p.m. at the campus’s Cordell Reed Student Union. The event also features live music and dance performances; the Real Men Charities’ Health and Wellness Zone, sponsored by the Urban Initiative of the University of Chicago Medical Center (UCMC), Provident Hospital, Blue Cross and Blue Shield features free health screenings for diabetes, prostate cancer and information to reduce obesity and the White House “Let’s Move” initiative, and tips for family and community fitness; the Department of Children and Family Services- sponsored Children’s Pavilion with play, exercise and Real Men Read activities.

UCMC not only has supported Real Men Cook for the past 4 years, a crew of seven to ten staff and faculty members join the fun. “Our tagline is ‘Real Docs Cook!’” says Dr. Eric Whitaker, Executive Vice President of Strategic Affiliations for the Urban Health Initiative. “Anyone who visits the Health and Wellness Pavilion will see that our food is healthy, delicious—and we are always among the last cooks standing.”

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Tickets go on sale Wednesday, June 1—\$20 for adults, \$10 for children (\$5 additional at the event)—online at www.realmencook.com, at the Southside YMCA, 6330 S. Stony Island and the Community Mental Health Council, 8704 S. Constance Avenue.

Proceeds from the event are presented to select non-profit partners. In Chicago, this year’s event will benefit the South Side YMCA and the Community Mental Health Council. To date, more than \$1 million has been raised through Real Men Cook events nationwide.

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About Real Men Charities, Inc.

Real Men Charities, Inc. is the national not-for-profit organization that presents the Real Men Cook® events. Funds are used to build and continue programs to honor fathers and father figures, to empower families and perpetuate the memory and spirit of Karega Kofi Moyo and Yvette Moyo Gillard, who founded the annual Father’s Day event. This is done by the encouragement and promotion of education through voluntary grants, by scholarships or otherwise to individuals, institutions, and organizations.

The organization’s mission is to positively improve the way the world celebrates family and community by increasing the proportion of opportunities for committed and detached males to become involved, responsible, and committed fathers for the good of all communities, families and youth. We accomplish our mission through educating and inspiring all people, through public awareness campaigns, research, and other screening; equipping and developing leaders of national, state, and community male, youth, and family initiatives through curricula, training, and technical assistance; engaging every sector of society through strategic alliances and partnerships; promoting public health; mental, physical, emotional, and economic, by disseminating medical information to the general public without charge—including healthy cooking, fitness, and lifestyle and strengthening the universal institution of family and encourage parents to Practice Family First in their lives.

