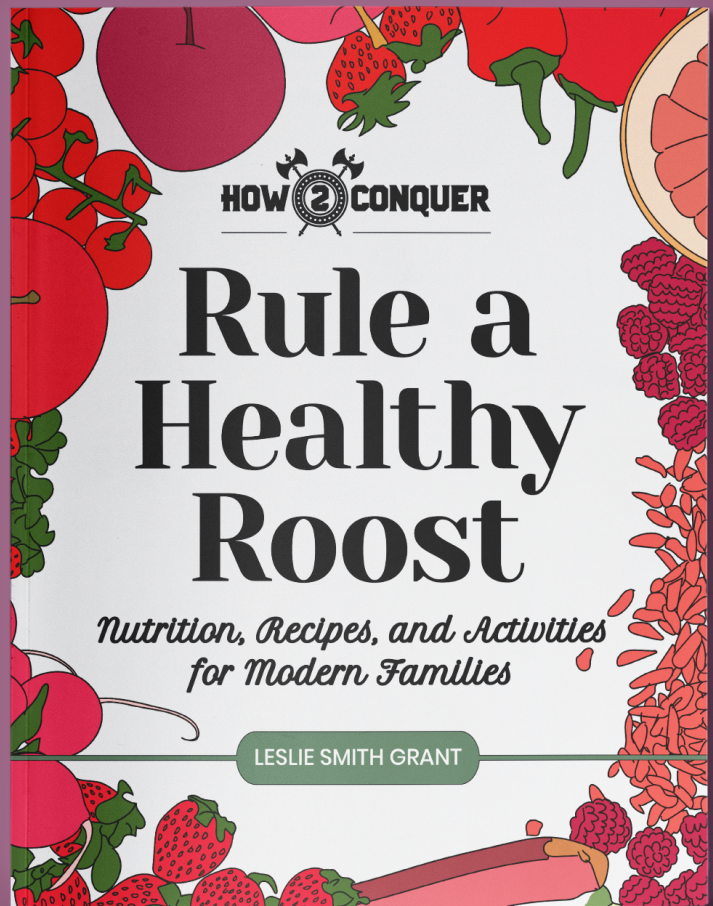


# Rule a Healthy Roost Media Kit



## Including:

- About Leslie Smith Grant
- About How2Conquer
- About *Rule a Healthy Roost*
- Dates to Target
- Potential Topics for Press


“Having fun with your kids is great exercise, but getting them to eat fruit and vegetables doesn’t have to be a game of chicken.”


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## About Leslie Smith Grant

Leslie Smith Grant serves on the Atlanta Board of Education. From 2007-2012 she was the "Mother Hen" of Chickin Feed, LLC, a small business she created focused on raising healthy kids from scratch.

Leslie was involved in the startup and served on the boards of both the Atlanta Neighborhood Charter School and the Grant Park Cooperative Preschool. She has volunteered in numerous Farm to School programs. As a member of the Board of Education, she serves on the Executive Committee of the Council of Great City Schools.



## About How2Conquer

How2Conquer is a boutique nonfiction publishing company specializing in unique how-to books that are designed to help you master new skills quickly.

Our brand emphasizes empowering our readers, with the belief that no one is a "dummy" or "idiot" simply because they want to learn something new. Rather, we are enriched as people, and our lives are deepened, when we continue to seek knowledge.

Each title in How2Conquer's knowledge fleet offers the opportunity to learn something highly specialized. With an emphasis on graphic elements, we create small-format books that are accessible and encouraging.

How2Conquer partners with experts in a variety of fields to share their specialized expertise with our readers. From high-level corporate executives to experienced volunteers, from veterinarians to school board members, we have worked with a range of authors who all have one thing in common: the desire to share their knowledge.

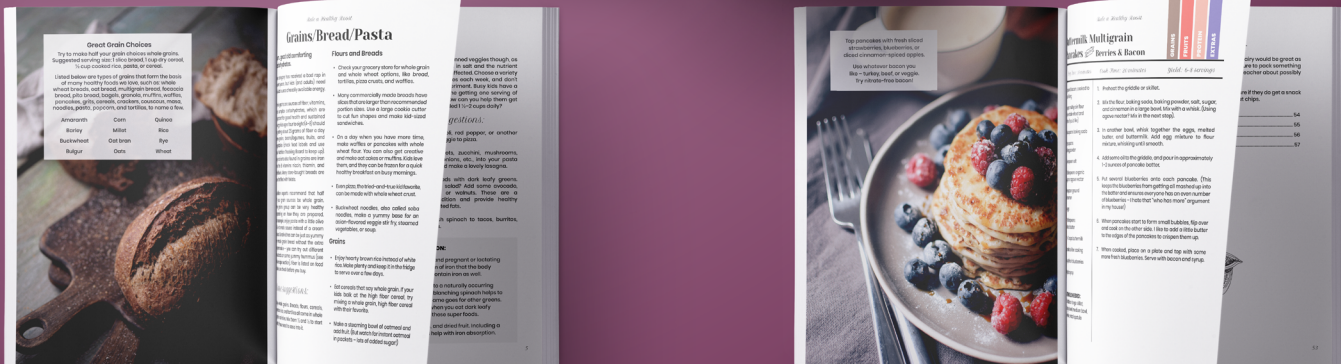
## About *Rule a Healthy Roost*

Do you want your kids to take ownership of their own eating habits? Want them to do some exercise while they watch TV? Open a dialogue before you open the fridge.

Rule a Healthy Roost provides just the right amount of easy-to-use information to make nutrition and fitness as simple and fun as possible, as well as tips for getting everyone on board. With humor and a good scoop of mom-sense, Leslie Smith Grant walks you through:

- Nutrition and Kitchen 101
- Safety advice
- Tips for cooking with kids
- Shopping and pantry tips
- Recipes and menus
- Activities and games
- ...and more!

Having fun with your kids is great exercise, but getting them to eat fruit and vegetables doesn't have to be a game of chicken. Join Leslie as she shares how to create easy homemade meals from fresh ingredients, invite your kids into the kitchen to help make parent-approved kid cuisine, and shake a leg together with old-school P.E. exercises and activities.



## Dates to Target

- **January 1 - New Year's Day**  
Start the year right with recipes and nutrition advice...
- **February 9 - National Pizza Day**  
Make pizza with your kids with the recipe in Leslie's book!
- **February 25 - National Pancake Day**  
Have you and your kids tried the Buttermilk Multigrain Pancakes?
- **March 10 - National Pack Your Lunch Day**  
"Knowing what your kids are actually eating at school isn't always easy."  
- Leslie Smith Grant
- **March 12 - National Popcorn Lovers Day**  
Rosemary Popcorn? YUM.
- **April 23 - National Picnic Day**  
What's your favorite food take on a picnic?
- **May 10 - Mother's Day**  
What was your favorite thing your mom cooked, or that you cook for your kids?
- **May 15 - International Day of Families**
- **June 21 - Father's Day**
- **August 9 - National Book Lovers Day**
- **September 13 - National Grandparents Day**  
We all need a little help! Getting everyone on board with your kid's nutrition
- **October 1 - World Vegetarian Day**
- **October 15 - Global Handwashing Day**  
Inadequate hand washing is one of four ways food can become unsafe. Leslie's book breaks down how to maintain basic food safety in your kitchen.
- **November 15 - Clean Out Your Refrigerator Day**  
When it comes to kitchen and food safety, don't forget your fridge!
- **December 4 - National Cookie Day**  
Why not try Vando's Oatmeal Raisin Cookies?

## Potential Topics for Press

### Health & Nutrition

- Practical nutrition advice
- Tracking (and incentivizing) your picky kid's meals
- How to maintain food safety in your kitchen

### Activity Ideas

- Bringing back old school P.E. activities and games
- Entertaining your kids on long car journeys

### Lifestyle Goals

- Building your kitchen – knowing what tools to get
- Pantry organization: Does this cereal bring you joy?



