

**MEDIA CONTACTS:**

Tali Hylen, [tali@dca-dcpr.com](mailto:tali@dca-dcpr.com)

517/853-9862

Katie McDougall, [katiem@dca-dcpr.com](mailto:katiem@dca-dcpr.com)

804/716-9142

Ilyse Strongin, [ilyse@dca-dcpr.com](mailto:ilyse@dca-dcpr.com)

847/432-6000

**FOR IMMEDIATE RELEASE**

*--photography available--*

**GREEN PIONEER GREG CHRISTIAN RELEASES BOOK ENTITLED  
“FOOD AND FORGIVENESS: HOW A CHICAGO CHEF CAME AROUND”**

*With 10 percent of royalties going to Organic School Project*

**CHICAGO, IL (JUNE 2009)**- While going green may appear to be the new black, a new book explores how the discovery of honoring the power of sustainable food was nothing less than life transforming for one local chef before it was trendy. Greg Christian, sustainable chef, founder of the Organic School Project (OSP) and sustainability consultant, aims to tell his story of awareness and social consciousness via his first memoir “Food and Forgiveness: How a Chicago Chef Came Around,” to be released July 2009 through Chicago’s White Eagle Press.

Starting with a ‘from the heart’ look at his early family life and heady early years as a chef in New York City and Chicago where he created culinary masterpieces, he explores the evolution of his attitude and consciousness. In his rise as a chef, Christian had little consideration where the food he cooked came from or the impact it had on our environment. Christian tells us it was not until he became a father to a child with debilitating asthma that he turned his attention to the power of holistic and organic foods and changed the direction of his life and his work. His attitude completely reversed itself, and he chose to honor the food system as a whole and to become more conscious of the products that he consumed and served to his high profile clientele.

“I was blessed with a gift as a chef, but it was only after my daughter’s asthma was brought under control by using organic food that I began to open my eyes,” says Christian. “I wore blinders for so many years, but thankfully came to realize there was more to being a chef than simply cooking food. It was about honoring the entire system by striving to eat locally and organically, to eat less meat, to really pay attention to how far our food is traveling. I feel it’s my calling to teach the masses that we can all make small steps toward a better life through the food we eat.”

Christian’s transition occurred when he started to wonder where his food was traveling from and where his garbage was going. Previously, under the impression that nature was plentiful and endlessly abundant, Christian started to feel accountable for the hormones and antibiotics in the meat he was serving, for the garbage he was dumping, and for the herbicides and pesticides in our water and soil. “It was then I knew I wanted to help create a zero impact, healthy community. I was no longer comfortable running a business that crushed the planet and the people all week and then walking for breast cancer on the weekend,” says Christian.

His former catering operation, Greg Christian Catering boasted the first zero waste kitchen in Chicago. He also implemented a stringent mapping regimen, in where every ingredient that entered his kitchen was mapped to emphasize impact. In the midst of his for profit endeavor, he launched Organic School Project, a program within Chicago Schools that aimed to teach children a more mindful way of living through the cultivation of a garden, wellness programs within curriculum, composting and more. He believes OSP “is the reason he is on this planet,” as he quotes within his memoir. Now, as founder of Greg Christian Consulting and author, Christian aims to help the masses achieve sustainability.

“This book is the first of a series I hope to publish surrounding my vision of greenness for the world,” says Christian. “My larger goal is for our entire nation ultimately to return to local food systems, those that are entirely organically-based and self-supporting. I know that it will only be achieved if there is a large outpouring of public demand and support for it, and I hope I can help provide the education needed to achieve this.” Christian says.

“Food and Forgiveness: How a Chicago Chef Came Around,” will retail at \$19.95 and will be available via [www.foodandforgiveness.com](http://www.foodandforgiveness.com), [www.gregchristianconsulting.com](http://www.gregchristianconsulting.com) and on [www.amazon.com](http://www.amazon.com) and [www.barnesandnoble.com](http://www.barnesandnoble.com). It will also be available for order through most bookstores.

### **ABOUT GREG CHRISTIAN**

Greg Christian is considered one of the leaders in the restaurant industry's zero-impact movement. Recognized as "Chicago's Conscious Caterer," he recently launched Greg Christian Consulting to help restaurateurs, hoteliers, caterers, associations, and all types of food-service management achieve sustainability goals that help the community and environment. To learn more, visit [www.gregchristianconsulting.com](http://www.gregchristianconsulting.com).

### **ABOUT OSP**

Founded by Greg Christian, a Chicago professional chef with more than 20 years experience, as a result of witnessing his daughter's health battle, Organic School Project (OSP) strives to combat health epidemics such as childhood obesity, early on-set type II diabetes and other health issues which can be addressed through better food choices and nutrition. OSP programs are based on the Grow Teach Feed philosophy, that connects youth with sources of food grown in an urban garden, leads them in classroom-based projects and activities about nutrition and eating healthier foods, and works with the partner school's food service staff in preparing wholesome foods that are organic, natural, and free from pesticides, hormones and other harmful chemicals.

Throughout the 2006-2007 school year OSP, in conjunction with Benedictine University of Lisle, Illinois and primary investigator Deepa Handu, Ph.D., R.D., studied the effect of the program on nutrition knowledge, eating behavior, intention to eat healthier, and body mass index (BMI). The study was conducted among 1,178 youth attending one of three selected Chicago Public Schools that were a part of the OSP pilot program, and found that nutrition knowledge and intention improved in all subjects. Children's average BMI decreased from 22.48 to 19.45, while adolescents' average BMI decreased from 26.87 to 25.09.

OSP's full in-school program is the Grow Teach Feed Program, which includes: planting and harvesting a garden; healthy lifestyle workshops and classroom instruction on nutrition; yoga classes and mindfulness education; composting in the lunchroom and recycling; and working with the food service staff to create tasty, healthier, often organic and locally-sourced meals that appeal to students. All of these components engage and inspire students about healthier food choices and lifestyles that the entire family can adopt. For more information please visit [www.organicschoolproject.org](http://www.organicschoolproject.org), or contact DiAnne Richardson, Executive Director at (312) 981-3930.

### **ABOUT WHITE EAGLE PRESS**

Greg's publishing company, WHITE EAGLE PRESS, plans to form a relationship with Lightning Source, Inc., which will print Christian's memoir. Lightning Source, Inc., is a subsidiary of Ingram, the large book distribution company. [www.lightningsource.com](http://www.lightningsource.com)

