

Public Television's Iconic Healthy Cooking Program



Featuring Christina Pirello
America's healthy cooking teacher
And Emmy Award winning host

Airing since 1997
Over 260 episodes
Reaching 92% of all US TV HH
3M weekly viewers
Engaged Social Media Following

"We have to do something..."

We hear this wherever we go. Are you feeling it too?

**Join us as a donor of Christina Cooks and
together we'll 'do something' that will change everything!**

christinacooks.com / christinapirello.org



Presenting

Christina Pirello

**Healthy Living Advocate, Spokesperson,
Bestselling Author & Emmy Award Winning TV Host**



Christina Pirello is a relatable, reliable, and well-schooled trailblazer in the world of healthy cooking. After learning how to heal her body with food when she was diagnosed with a life-threatening form of leukemia, she became a passionate, life-long learner of how food affects our health.

Christina earned a master's degree in nutrition, and for thirty-six years, she has studied various healing modalities such as Chinese medicine, macrobiotics, Ayurveda and acupuncture. Christina has learned that the path to wellness is lined with the choices we make about what we eat, and her viewers, readers, and her students are hungry for what she teaches. They look to her for advice and direction. Christina is a powerful influencer with a passionate following.

Christina launched her iconic public-television show in 1997 with a mission to change people's relationship with food. She authored eight bestselling books, including *Cooking The Whole Foods Way*, and her most recent, *Back To The Cutting Board*. Christina teaches public, private and corporate classes, facilitates events, and is a professor of culinary and nutrition at Walnut Hill College in Philadelphia, where she is a Master in Residence and sits on the Board of Trustees.

Christina has led the charge for more than twenty years on essential issues like GMOs, monoculture farming, and climate change. Since she started educating and sounding the alarm, these things have gone from impending threats to unfortunate realities. People are paying attention, and more than ever, they want to make better choices in their lives, and in the way they eat.

It can be difficult to know how to make meaningful change. It can be overwhelming. Many struggle to know what is true, and to make sense of conflicting and competing voices. That's where Christina makes her greatest contributions today.

Christina has a simple philosophy, "Instead of imagining all the meals ahead of you, focus on the meal in front of you." She knows that it's hard to change lifelong habits, but it's not hard to change one meal. Over time, these one-meal-at-a-time changes become new habits.

As America's healthy cooking teacher, Christina knows that by bringing people "Back to the Cutting Board," she is changing lives one recipe at a time.

DONATE





Accolades

- Emmy® Award-winning host
- 260+ episodes of PBS' Christina Cooks to date
- Eight best-selling books
- Consulting strategist for public health programs across the United States
- Named author of the "Healthiest Cookbook of the Decade" by the Physician's Committee for Responsible Medicine
- Faculty, Board of Trustees member and Master in Residence of The Restaurant School at Walnut Hill College, Philadelphia, PA
- Founder of the Christina Pirello Health Education Initiative, a 501(c)3
- Board of Directors:
 - Farm Market Trust,
 - Philadelphia Green Council,
 - Green City Youth Council,
 - and Chefs' Council of Chefs for Humanity
- Engaging, active and well followed social media presence on multiple platforms
- International travel host



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The Series

When you join Christina Pirello at the cutting board, she will treat you like a treasured friend, and she will show you how the food you choose can help put you on the path to the life you want.

Do you know which foods strengthen your immune system?

Do you know the relationship between digestion and managing stress?

Do you know which foods break down fat, promote smooth skin and graceful aging?

Do you know how whole grains, plant protein and hot spice affect your body?

Do you know which three vegetables have super powers?

Christina knows these things and more. She teaches that food has both a physical and an energetic quality that can enhance or impede our wellness and our personal growth. She demonstrates how eating for wellness can be simple, delicious, and doesn't have to cost a fortune.

Along the way, you will learn how to organize your kitchen, set the tone for your day, and you will learn to cook a variety of simple, colorful healthy meals.

There will even be Apple Streusel Tarts!





The Audience



Target Audience

- Adults 35+
- HH Income \$75K+

Consumer Interests

- Health & Wellness
- Food & Cooking
- Food that Tastes Good
- Companies and products they can count on and TRUST

TV Viewers (CUME)

- 3M Weekly Viewers
- 2.5 Nielsen Rating
- 92% of USTV Households

Website Traffic

- 65K Weekly Visitors
- ChristinaCooks.com
 - PBS.org
 - CreateTV.com

Social Media

- 90 K across all platforms
- Facebook
 - Instagram
 - Twitter
 - Pinterest
 - E-newsletter Subscribers





Seeking Donors

My mother raised me with the mantra: "If you're not serving someone somehow today, don't bother getting out of bed." – Christina

In 1997, Christina chose public television over a national cable network to launch her now iconic TV series 'Christina Cooks' for three primary reasons:

- Public television gave Christina the ability to control her content without being beholden to sponsors or network executives
- Public television is truly information and education based. It is a huge classroom, offering programming that expands our minds and opens us up to new worlds, free of commercial interruption and influence
- Public television is trusted and reliable, accessible and influential

In 2008, Christina founded The Christina Pirello Health Education Initiative, a 501c3 nonprofit. The purpose of the initiative is to further Christina's independence, and to allow her to partner with likeminded companies like Suzanne's Specialties, Jonathans Spoons, and Old Yankee Cutting Boards, along with individual donors.

That's where you come in. Your tax-deductible donation will go exclusively toward the production of 'Christina Cooks' and will go a long way toward keeping us on public television continuously.

We know that there are many options today regarding platforms for the show, but Christina chooses to stay on national public television for many reasons. Simply put, she loves programming dedicated to broadening our horizons, making us better people, lifting our spirits and opening our minds to new ideas and ways of thinking.

Christina is proud to share the public television airwaves with people who have changed the way we cook and how we see the world, from Julia Child to Jacques Papiin; Rick Steves to Martin Yan; Martha Stewart to Downton Abbey; and Sesame Street to Mr. Rogers (who testified in front of Congress about the importance of untouched-by-sponsorship educational programming).

Public Television has become Christina's biggest classroom. It's her way of expanding the reach of her message of wellness. Public Television is Christina's home and her platform.

'Christina Cooks' is Christina's way of honoring her mother's powerful legacy of service.





How You Can Help

You can choose to make a one-time or ongoing monthly tax deductible donation of any amount charged to a credit card, or by mailing a check, payable to The Christina Pirello Health Education Initiative to: CPHEI, 243 Dickinson Street, Philadelphia, PA 19147-6003.

While donations of any amount are appreciated with deep gratitude, here's how you can benefit by helping us with a donation of \$1,000 or more:

When you donate \$1,000 or more, you receive on-air acknowledgment in the opening and closing special thanks credits of the show. For a larger donation, you will also receive exclusive access to episodes of 'Christina Cooks' to view as you wish. The more you donate, the greater the number of programs you receive access to:

- \$1,000 or more you receive exclusive access to one episode
- \$2,500 or more you receive exclusive access to three episodes
- \$5,000 or more you receive exclusive access to six episodes
- \$7,500 or more you receive exclusive access to nine episodes
- \$10,000 or more you receive exclusive access to the complete series of thirteen full episodes
- \$25,000 or more you receive exclusive access to twenty-six episodes of 'Christina Cooks' and an open invitation to visit the set during production of the show.

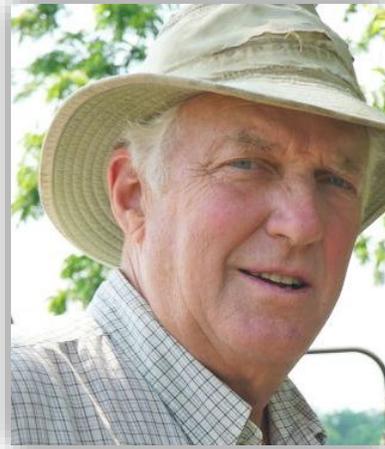


Additionally, you'll enjoy special pop up events with Christina, from cooking classes to private dinners and other surprise events.





What People are Saying



I just wanted to say how happy I am that your show is back on my PBS station after a long absence. You're crystal clear in your belief in true, authentic food. You're entertaining. You always offer simple recipes and, most of all, you are so, so helpful when you explain the role of food in personal health. I love that. Welcome back to my home and THANK YOU! – Kathy C.

Just saw you on PBS and I want more. – Mary Jane C.

I just wanted to say "Thank You" for your recipes and for telling the truth about foods and what they do to us and what the junk foods do to us as well. You're a comfort in a world that's not always comfortable. I've watched you on PBS for years and thought if only everyone would be as smart as Christina and follow her lead. Would the world be a better place? Yea! Would we all be healthier? Yea! Will I be better for following your lead? OH Yea! Thank you very much Christina. - Karen D.

I just caught your show on UNCTV, Wilmington, NC, and you got it going on! I love your healthy approach to delicious recipes. You are very engaging and you drew me in from the beginning. I am one of your fans, fantastic!!! Best regards. - Evelyn G.

I wanted to say Thank You! I love how you talk to us, not above us, and how informative you are. I learn something new every time. I have a favorite saying from the first show of yours I ever saw: "You can pay now or you can pay later!" It was your response to people saying that trying to eat organic is expensive. Your voice echoes in my head when shopping. - Barbara Z.





Let's Get Cooking



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