

the six o'clock SCRAMBLE®



INSPIRING IDEAS FOR QUICK
AND HEALTHY DINNERS!

AVIVA GOLDFARB

**Author - *SOS! THE SIX O'CLOCK SCRAMBLE TO THE RESCUE; Earth-Friendly, Kid-Pleasing Dinners for Busy Families* and
*THE SIX O'CLOCK SCRAMBLE COOKBOOK***

**Founder - The Six O'Clock Scramble Weekly Menu Planning Service
(www.TheScramble.com)**

Like many busy moms, Aviva Goldfarb struggled to put a nutritious dinner on the table for her family amidst the chaos of daily life. Going back to the weekly meal planning strategy her mother used, in 2003 Aviva developed a system that helps parents take the Scramble out of the dinner hour by giving them an easy, online meal planning and grocery shopping system, along with fail-proof recipes.

The Six O'Clock Scramble (www.thescramble.com) is an online service that takes the stress out of daily dinners for busy families. Each week, members receive a suggested seasonal meal plan with five days' worth of dinner recipes, side dishes, and an organized grocery list. Aviva develops quick-to-prepare meals that are creative, healthy, unprocessed and kid-friendly without being adult-alienating. This weekly meal plan can be customized in seconds based on families' tastes, schedules and dietary needs.

Aviva's *Six O'Clock Scramble Cookbook* debuted in 2006 to national acclaim. Both the cookbook and online meal planning service won praise from reviewers at *O Magazine*, *Working Mother*, *USA Today*, *Real Simple* and *The Washington Post*, among many others.

Debuting in April 2010, Aviva's latest cookbook *SOS! The Six O'Clock Scramble to the Rescue: Earth-Friendly, Kid-Pleasing Dinners for Busy Families* combines her expertise in weekly dinnertime meal planning with her concern for the environment. In addition to more than 300 recipes, the book, **named one of the best cookbooks of 2010** by *The Washington Post*, addresses how families can make their meals more environmentally-friendly, including buying seasonally; eating less meat, differentiating when organic matters and offering tips for avoiding food waste.

Aviva is also a weekly contributor to PBS Parents Kitchen Explorers, writes often for *Kiwi* magazine, is frequently quoted in national parenting, lifestyle and health magazines and appears regularly on television to discuss healthful recipes and meal strategies for busy families. She is an advocate for healthy families, actively working with national nonprofit organizations and with parents to improve nutrition.

Aviva is a mother of two and lives with her family in Chevy Chase, Maryland, a Washington, DC suburb.

