



Save Time, Money and Stress with a “Scramble” Plan **Healthy Food Advocate Provides Inspiring Ideas for the Family Dinner Hour**

About Aviva Goldfarb

Aviva Goldfarb is the founder of The Six O'Clock Scramble®, an online weekly menu planner and cookbook (St. Martin's Press, 2006). In addition Aviva is the author of the best-selling cookbooks: the original The Six O'Clock Scramble cookbook and her recent 2010 SOS! The Six O'Clock Scramble to the Rescue: Earth-Friendly, Kid-Pleasing Dinners for Busy Families.



Back in 1998, Aviva struggled to put a nutritious dinner on the table for her family, amidst the chaos of family life. As she started experimenting in her own kitchen, she realized she could help other parents with their family dinner challenges.

So Aviva launched “The Six O'Clock Scramble” as a system to help busy families put easy, healthy and delicious meals on the table each and every night. Today, she creates Scramble recipes in her own kitchen and writes weekly columns and blog posts on healthy eating. She is also a regular contributor to several family health and nutrition publications.

Aviva is a true advocate for making food sources healthier and safer for families and the environment while saving time and money along the way. She is also a regular blogger for the popular PBS Parents Kitchen Explorers blog. Aviva is a proud mother of two, residing with her family in Chevy Chase, Maryland.

About The Six O'Clock Scramble

The Six O'Clock Scramble is really a community, a movement where modern families resurrect the traditional healthy, home-cooked family meal. With easy recipes made in 30 minutes or less, an emphasis on seasonal fruits and vegetables, customized meal plans and an automated grocery shopping list, the Scramble is helping family's nationwide save time, money and stress.

In the last several years, tens of thousands of Scramblers have embraced this healthy and eco-friendly system either through offline cookbook purchases or online subscriptions to the Scramble's dinner planning service. The Scramble actively engages families through home testing of each recipe and constant exchange through social networks such as Facebook, Twitter and Aviva's “Scramblog.”

Discussion Topics

Aviva is happy to comment on, or speak further about the following topics, and much more!

- Faster (and loads Healthier) Than the Drive-Thru - Cooking Family Meals at Home
- Recover Hundreds of Dollars of Food Hiding in Your Kitchen
- Simple Ways to Save at the Grocery Store
- Start Saving the World in Your Own Kitchen
- Advice For Getting Kids to Embrace New and Healthy Foods
- Waste Less Food at Home
- Pantry Makeover Tips
- My Child is a Vegetarian – Now What do I do?

For more information, please visit <http://www.thescramble.com>.
For media inquiries or additional information, please contact aviva@thescramble.com.

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