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**Young Leaders Behind *King Corn*, *Truck Farm* and FoodCorps  
Receive Prestigious Heinz Award  
Ian Cheney and Curt Ellis Use Humor to Engage People about Sustainable Food**

PITTSBURGH, September 13, 2011 – Teresa Heinz and the Heinz Family Foundation today announced Ian Cheney and Curt Ellis, leading advocates in the sustainable food movement, as co-recipients of a Heinz Award. They founded the documentary film production company Wicked Delicate, run the “Truck Farm” urban farm in Brooklyn, N.Y. and collaborated on the launch of FoodCorps, a program that introduces sustainable food to schoolchildren. The two 31-year-olds are the youngest-ever recipients of a Heinz Award. They will share an unrestricted \$100,000 award.

“Ian Cheney and Curt Ellis are catalysts for change. From their early work at Yale University with the sustainable food movement to the empathetic and warm documentary, *King Corn*, to their ‘Truck Farms,’ they have provoked and educated us with humor and storytelling,” Teresa Heinz, chairman of the Heinz Family Foundation, said today. “Now, with FoodCorps, they will engage children in both growing and understanding the food they eat.”

As best friends and classmates at Yale University, Ian Cheney and Curt Ellis were among a group who pioneered a new college dining system, reconnecting students to New England agriculture and sourcing local, sustainable foods for school cafeterias. Following graduation, the duo set out for Iowa to examine the political and agricultural origins of American obesity. The resulting documentary, *King Corn*, directed by Mr. Ellis’ cousin Aaron Wolf, received a Peabody Award, was screened by members of Congress as they debated the 2007 Farm Bill, and has helped fuel the national movement to give all Americans access to healthful, sustainable food.

To illustrate that you can grow vegetables anywhere, their whimsical documentary *Truck Farm* chronicles the transformation of Mr. Cheney’s 1986 pickup into an edible, mobile garden. *Truck Farm* inspired a national fleet of 25 farms-on-wheels, teaching schoolchildren about healthy eating. Most recently, these longtime collaborators helped establish FoodCorps, a national organization spearheaded by Mr. Ellis that places recent college graduates into high-obesity, limited-resource communities for a year of public service transforming school food. And a new documentary, directed by Mr. Cheney, will explore the role of food in reviving urban waterfronts.

“Receiving the Heinz Award is a tremendous honor,” said Ian Cheney. “It reinforces our belief that humor, storytelling, and fun are crucial parts of making the world a better place.”

“It’s a humbling thing to answer your phone and hear Mrs. Heinz on the line saying the Heinz Family Foundation has taken note of our work,” added Curt Ellis. “It’s a powerful reminder that

people across the country are standing up to say that food matters: that fundamental thing, the food we feed our kids, is important.”

Now in their 17th year, the Heinz Awards honors visionaries who have made extraordinary contributions to the environment, a life-long area of commitment for the late U.S. Senator John Heinz. Messrs. Cheney and Ellis and eight others are recognized for their significant efforts benefitting the environment. This year’s awards total \$900,000.

In addition to Messrs. Cheney and Ellis, the 17<sup>th</sup> Heinz Awards are honoring the following individuals:

- **John Luther Adams**, Independent Composer (Fairbanks, Alaska) *For his musical compositions that invite us to hear the whole world as music*
- **Richard Alley, Ph.D.**, The Pennsylvania State University (University Park, Pa.) *For his polar ice discoveries that showed abrupt climate change is possible and for engaging his students, policymakers and the public*
- **Janine Benyus**, Biomimicry Institute (Missoula, Mont.) *For inspiring us to look to nature’s engineering for solutions to our biggest challenges*
- **Louis J. Guillette, Jr., Ph. D.**, Medical University of South Carolina (Charleston, S.C.) *For being a leader in the field of hormone disruption and the impact chemicals have on wildlife*
- **Joan Kleypas, Ph.D.**, National Center for Atmospheric Research, Institute for the Study of Society and Environment (Boulder, Colo.) *For conducting breakthrough research on the impacts of environmental change on coral reefs and engaging both scientists and policymakers*
- **Nancy Knowlton, Ph.D.**, National Museum of Natural History (Washington, D.C.) *For broadening the understanding of ocean biodiversity and the impacts of humans on marine life*
- **Nancy Rabalais, Ph.D.**, Louisiana Universities Marine Consortium (Chauvin, La.) *For her pioneering research of severe oxygen depletion in the Gulf of Mexico and commitment to reduce water pollution through education and public policy*
- **Sandra Steingraber, Ph.D.**, Ithaca College, (Ithaca, N.Y.) *For highlighting the link between toxic chemicals and diseases through her written work, as well engaging the public as a cancer survivor*

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**About the Heinz Awards**

The Heinz Awards annually recognize individuals creating and implementing workable solutions to the problems the world faces through invention, research and education while inspiring the next generation of modern thinkers. While this year the awards focus singularly on the

environment, winners were chosen who address the intersection of the environment with one of the other Award categories recognized in many previous years, including arts and humanities, human condition, public policy, technology and the economy.

The Heinz Family Foundation, began as a charitable trust established by the late U.S. Senator John Heinz. His widow, Teresa Heinz, established the Heinz Awards in 1993 to honor and sustain the legacy of her late husband.

Nominations for the Heinz Awards are submitted by invited experts who serve anonymously. Award recipients are selected by the board of directors for the Heinz Awards upon recommendation by a blue-ribbon panel of jurors.

In addition to the \$100,000 award for their unrestricted use, recipients are presented with a medallion inscribed with the image of Senator Heinz on one side and a rendering of a globe passing between two hands on the other. The Heinz Awards will be presented at a ceremony in Washington, D.C. on November 15. For more information about the Heinz Awards or the recipients, including photographs, visit [www.heinzawards.net](http://www.heinzawards.net).

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