Cookin’ for the Kids event talking points

## About ESA and St. Jude

ESA and St. Jude have been in a partnership since 1972.

It takes $1.9 million to run St. Jude for one day.

ESA raises an average of $10 million per year for St. Jude in cash and pledges.

Since 1972, ESA has raised more than $200 million for the hospital.

When St. Jude opened, the survival rate for ALL, the most common form of pediatric cancer, was 4%. Today, that survival rate has reached 94%.

In November of 2012, in conjunction with the 40th anniversary of our partnership, St. Jude held a special dedication for ESA at the hospital, where murals depicting our relationship were revealed in the Patient Care Plaza.

ESA members participate in the St. Jude Memphis Marathon, and in 2013 raised more than $50,000 as Team ESA.

ESA members are also involved in their local Give thanks. Walks, Dreamhomes, Radiothons, and any other St. Jude project they can find.

## About ESA

ESA members volunteer more than 650,000 hours annually

Beside St. Jude, members support military members and their families, Easter Seals, domestic violence and literacy causes, scholarships through our Foundation, and a number of local projects across the country.

We have members of all ages, from college students to 60+ year members.

## Judges

What is your name, job title, and how long have you served in this position?

Why did you want to be a judge?

Do you cook? If so, what is the best thing that you cook?

What is your favorite thing about ESA? (if an ESA member)

## Audience Questions

Who’s the cook in your family?

What is your favorite thing to cook?

Do you usually follow a recipe to the “T” or do you “wing it”?

Do you prefer to cook or bake?

What is your favorite thing about ESA? (if an ESA member)

## Questions for the Chefs

What is your name, what state are you from and how long have you need in ESA? (if an ESA member)

How often do you cook at home?

What is your “specialty”?

Do you like to cook?

What don’t you like to cook?

What makes you qualified to do this today?

What is your strategy for today?

What is your favorite cookbook?

What is your favorite thing about ESA? (if an ESA member)