

Yvette Moyo Bio

Yvette Moyo is a social entrepreneur, brand builder, marketer, author, publisher, and co-founder of the Real Men Cook® brand, and national Father's Day, national family celebrations. In 2017 *Crain's Chicago Business* and AARP named her one of 50 over 50 in Illinois for Community Building. In 2014 Moyo launched *The South Shore Current Magazine and West of the Ryan Magazine in 2016*, expanding to the *South Side Drive magazine in 2020*. In 2015 she was honored at the Allstate Tom Joyner Family Reunion as a *Champion for Change*, for changing the way Father's Day is celebrated in multiple cities. The White House celebrated Father's Day with men serving dishes and promoting responsible fatherhood, continuing U.S. President Barack Obama's participation in Real Men Cook and serving at the event. Obama mentioned Yvette in the foreword he wrote to the Simon & Schuster published book, "Real Men Cook: 100 Recipes for Family Celebration" in 2004 for the hardcover and in 2005 softcover edition.

Moyo created and marketed a special *Limited Edition Real Men Cook Hot Sauce*, coffee line, and the gourmet *Real Men Cook Sweet Potato Pound Cake Mix®*, which was available at nearly 200 Jewel-Osco Food Stores for over a decade. Recognized as an "expert that has enhanced the food scene in Chicago," she is the recipient of the *Chicago Tribune's Good Eating Award*.

In 2012 Moyo, a health and fitness enthusiast co-authored a healthy cooking coaching cookbook, *Real Women Cook: Building Healthy Communities with Recipes that Stir the Soul*.

Moyo served as Executive Director of Real Men Charities, Inc. with a mission to build healthy families and communities from the launch until 2017. The 501c3 nonprofit has presented the Urban Green Pavilion at the African Festival of the Arts, hosting workshops to introduce Chicago's urban community to urban agriculture and food justice. She is the founding member of Good Greens, presenting the Good Greens Festival in 2008, now GoodGreens.org managed by the USDA. Moyo served on the University of Chicago Medicine Urban Health Advisory. She led Real Men Charities' programming including *Real Men, Building Healthy Families, and Communities*, funded by Blue Cross and Blue Shield of Illinois, implemented in ten Englewood elementary schools, extending the *Real Men Cook with Kids* program, featured on the Al Roker show in a segment called *Do Good Food* in 2004. Several of the organization's health programs have been funded by the Illinois Department of Public Health, including prostate cancer and HIV/AIDS awareness and screenings and as well as obesity education and prevention.

Moyo led the *Eat to Live Englewood Urban Garden and Farm Development* collaborative between Real Men Charities, Inc., and Angelic Organics Learning and is a former Board member of the Deeply Rooted Dance Theater, was active in the "Let's Move" healthy initiatives, and was part of the team that advised the White House fatherhood website, www.fatherhood.gov.

Ms. Moyo an advanced marketing symposium, Marketing Opportunities in Business & Entertainment (MOBE) relaunched in 2017, after a dozen active years that increased business to the tune of \$200 million dollars in agreements between major companies and Black-owned firms. MOBE's COVID pivot is #MOBEMondays, which attracted an audience beyond 100,000.

Yvette Moyo was inducted into The HistoryMaker's archives in 2012 and is delighted that First Lady Michelle Obama includes the University of Chicago's involvement in Real Men Cook's preventative health initiatives for men in her Professional Accomplishments Bio.

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