

MEDIA ADVISORY**Attention: Assignment Editor/Food Editor/Lifestyle Editor****Celebrity chef and recording artist is ‘Cooking Up Justice’ for world’s children***Food Network Canada’s Everyday Exotic host joins World Vision to give hungry children a voice*

CALGARY (May 10, 2011) - On May 14, Canadian celebrity chef and recording artist, Roger Mooking, will take a stand against child malnutrition and food security by participating in World Vision’s *Cooking Up Justice* event. Mooking, who recently travelled with World Vision to Cambodia, is bringing his stories and experiences to Calgary for this highly visual and interactive event.

While in Cambodia, Mooking traded in his chef toque to be the student, learning from local families how to prepare nutritious, authentic Cambodian dishes. Joined by a packed house of local supporters, Mooking will host an interactive evening to discuss the importance of nutrition for children living in Canada and overseas. He will give a highly-engaging cooking demonstration preparing an original recipe inspired by the rich culture and cuisine of Cambodia.

The Community Kitchen Program of Calgary and World Vision are partnering to discuss the issue of food security for low-income families in Calgary and how their programs are addressing this need.

What: Cambodian-inspired cooking demo by Canadian celebrity chef Roger Mooking to educate Canadians about the importance of nutrition for children in Canada and overseas.

When: Saturday, May 14, 2011
6:00 - 6:30 p.m. Interview and photo opportunities
7:00 p.m. Event begins
9:00 - 9:30 p.m. Interview and photo opportunities

Where: Trib Steakhouse
100-118 Stephen Avenue Mall
Calgary, AB
T2P 1B3

Interviewees: Roger Mooking, *Canadian celebrity chef*
Cheryl Hotchkiss, *World Vision*
Marilyn Gunn, *The Community Kitchen Program*

Media Resources: Photos and b-roll footage are available of Roger Mooking in Cambodia visiting children and families, community gardens, fish ponds and a school.

About Roger Mooking:

Roger has earned a reputation as one of Canada’s premier chefs. He is the host and co-creator of his own internationally broadcast television series *Everyday Exotic*, which airs Tuesdays at 7pm ET/4pm PT on Food Network Canada. With multiple television guest appearances and as a contributor to various publications for food commentary, you could say Roger maintains a full plate. In addition to his passion for the culinary world, he is a recording artist and creator of *Soul Food*, a unique food and music project released by Warner Music. Visit www.rogermooking.com to learn more.

About World Vision's *Cooking Up Justice* campaign:

Cooking Up Justice is engaging Canadians from coast-to-coast on the issues of nutrition and food security with events in Calgary, Vancouver and Toronto. Canadians are learning about nutrition in their own backyards and the challenges faced by families and communities in developing countries.

About The Community Kitchen Program:

The Community Kitchen Program offers a wide range of programs focused on serving the tangible needs of its Calgary community by teaching families how to prepare wholesome meals and by providing a means to access nutritious food. Their programs have helped adults, children and families to eat healthier, at a lower cost, while learning how to cut the grocery bills and ensuring sustainability of these healthy habits throughout their lifetime.

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To arrange an interview, please contact:

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