

**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*

**VANCOUVER (May 11, 2011)** - On May 16, 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 Vancouver 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.

Vancouver’s CityReach Care Society and World Vision are partnering to discuss the issue of food security for low-income families in Vancouver and how their programs are addressing this need.

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

**When:** Monday, May 16, 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:** Museum of Vancouver  
1100 Chestnut Street,  
Vancouver, B.C.  
V6J 3J9

**Interviewees:** Roger Mooking, *Canadian celebrity chef*  
Cheryl Hotchkiss, *World Vision*  
Tammy Cheetham, *CityReach Care Society*

**Media Resources:** Photos and b-roll footage are available of Roger Mooking in Cambodia visiting children, families in Cambodia including 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 broadcasted television series *Everyday Exotic*, which airs Tuesday 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](http://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.

**CityReach Care Society:**

CityReach Care Society offers a wide range of programs focused on serving the tangible needs of its Vancouver community. With a mission to help people prosper, CityReach understands the challenging circumstances of poverty and is determined to help families move into a place of prosperity. Through its *Food For Families* Food Bank, CityReach serves more than 170 families on a weekly basis.

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To arrange an interview, please contact:

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