

For Immediate Release

A Celebration of Canadian Excellence! Travel + Escape Serves Up
Canada's Most Coveted Culinary Competition With,
**GOLD MEDAL PLATES: THE QUEST FOR CANADA'S BEST
CHEF, May 10**

The **GOLD MEDAL PLATES** competition is a key fundraiser for the Canadian Olympic Committee as we countdown to the Vancouver 2010 Olympic Winter Games –

Visit travellandscape.ca for full episodes one week after broadcast, chef bios, photo galleries of all the dishes and more –

Special **GOLD MEDAL PLATES: THE QUEST FOR CANADA'S BEST CHEF** Canada Day marathon airs July 1 –

Toronto, ON (April 7, 2009) – Cleanse your palate and ready your senses for a mouthwatering behind-the-scenes look at the most delectable and prestigious culinary competition Canada has to offer! Mix in a dash of Canadian Olympic and Paralympic athletes, one cup of brilliant chefs, a tablespoon of savoury cuisine, a pint of impossible challenges, cook on Travel + Escape for one hour and you've got **GOLD MEDAL PLATES: THE QUEST FOR CANADA'S BEST CHEF**, premiering **Sunday, May 10 at 8 p.m. ET/9 p.m. PT.**

This seven-part, one-hour documentary series follows the 2008 edition of Canada's most coveted culinary competition, **GOLD MEDAL PLATES**, through six Canadian cities – Toronto, Ottawa, Montreal, Vancouver, Edmonton, Calgary and the National Culinary Championship in Banff. **GOLD MEDAL PLATES: THE QUEST FOR CANADA'S BEST CHEF** captures the nuance and sizzle of this competition as it follows 60 of the top Canadian chefs on their quest to be Canada's best.

"I was bowled over by the calibre of culinary skill displayed in this series," said Stan Lipsey, Director of Programming for Travel + Escape. "These competitions are nail biting and extreme, on par with the Olympic Games...and they'll make you hungry!"

With rare, behind-the-scenes footage of Canada's top chef's battling it out for supremacy, **GOLD MEDAL PLATES: THE QUEST FOR CANADA'S BEST CHEF**, captures all the drama in this high-stakes competition. With cameras and microphones rolling from start to finish, viewers witness the emotional rollercoaster ride during the feverish preparations of chefs and event organizers.

Featuring novice chefs and seasoned veterans, heartbreaking losses and overwhelming victories, **GOLD MEDAL PLATES** is a cutthroat battle where ingenuity and on-the-spot adaptation is crucial to taking home the hardware.

"The culinary arts in Canada should be celebrated," said Leanna Crouch, Lively Media President and Producer, "and it's time the entire country learned about it, especially since the nationwide event is in support of our top Olympic and Paralympic athletes."

Through its national pursuit to crown Canada's best chef, **GOLD MEDAL PLATES** has donated more than \$2 million to the Own the Podium initiative, benefiting Canadian Olympic and Paralympic athletes.

“Gold Medal Plates represents an outstanding celebration of excellence in Canada. The passion of the chefs in this competition equals that of our top Canadian athletes in their search for gold,” said Chris Rudge, CEO, Canadian Olympic Committee. “The money raised from these exciting events, through the Canadian Olympic Foundation and Own The Podium, continues to help our athletes fulfill their dreams of reaching the podiums.”

Olympians traded in their equipment to assume assistant chef roles in the regional finals, working shoulder-to-shoulder with their assigned chef to present winning dishes to some of the country’s toughest culinary judges.

“Gold Metal Plates and its partners are continually impressed and wowed by the fantastic chef’s community here in Canada. This production is a great tribute to their excellence!” says Stephen Leckie, CEO and Co-Founder of Gold Medal Plates.

The finals stretch out over two gruelling days, beginning with Mystery Wine Pairing event, a Black Box competition and culminating in the Grande Finale of the Canadian Culinary Championships where the best chef is crowned.

About Lively Media

Lively Media is a Toronto-based production company with credits including THE CHEF’S DOMAIN and BREEDER OF THE PACK, which air on Travel + Escape and Animal Planet respectively. **GOLD MEDAL PLATES** is the third commission this year for the company, which is also developing several other series. www.livelymedia.ca

About Travel + Escape

From food and fashion, to travel and adventure, Travel + Escape is the ultimate destination for escapist entertainment. Featuring renowned travel hosts, Travel + Escape is fascinating, informative and provocative while bringing viewers up close and personal to the most glamorous and daring travel destinations the world has to offer. Travel + Escape is available in over 900,000 homes and is part Canada’s leading online network. For more information, visit www.travelandescape.ca.

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