



**CANADA'S TOP CHEFS BATTLE IT OUT IN THE OKANAGAN
FOR THE COVETTED TITLE OF CANADA'S #1 CHEF**

For Immediate Release

June, 2010, Kelowna: Gold Medal Plates winning chefs from 8 Canadian cities, coast to coast will compete in the ultimate contest to crown Canada's #1 Chef in February, 2011. The Grand Finale of the Gold Medal Plates (the Canadian Culinary Champions) is a national project celebrating Canadian excellence in food, wine, sport and the arts. Net proceeds from Gold Medal Plates (\$4.1 million to date) are given to the Canadian Olympic Foundation which supports Olympic and Paralympic athletes and high performance programs such as Own the Podium. For the first time, this prestigious Canadian competition will be held in Kelowna, BC in the heart of the beautiful Okanagan.

You are invited to the official media launch of the 2011 Canadian Culinary Championships.

DATE: Thursday, June 17th, 2010
TIME: 1:00 pm
VENUE: Delta Grand Okanagan
WHERE: Kelowna B.C.

During this spectacular event you will:

- **Hear from** Stephen Leckie: CEO of Gold Medal Plates and James Chatto: National Culinary Advisor of Gold Medal Plates
- **Meet** Olympic Gold and Silver Medallist Simon Whitfield
- **View** footage from the 2010 Games
- **Savour** delectable appetizers from three 2010 competing chefs: Chef Stuart Klassen - Delta Grand Okanagan, Chef Dana Ewart and Chef Cameron Smith – Joy Road Catering, and past Gold Medal Plates winner, Chef Michael Lyon currently Executive Chef of the Eldorado Hotel in Kelowna.

Please RSVP to CCChampionships@shaw.ca

CANADIAN CULINARY CHAMPIONSHIPS BACKGROUNDER

Gold Medal Plates is the ultimate celebration of Canadian Excellence in cuisine, wine, arts and athletic achievement. Celebrating in eight cities across Canada in 2010, Gold Medal Plates will feature superb wines and the premier chefs in each city. The gold medal winning chef in each city goes on to compete at the Canadian Culinary Championships in Kelowna in February 2011. To date, Gold Medal plates has raised \$4.1 million for Canadian Olympic and Paralympic athletes. The funds raised go to the Canadian Olympic Foundation which support initiatives like Own the Podium.

Gold Medal Chefs are to be determined at the Gold Medal Plates regional competitions occurring between October 27th and November 18th, 2010

Edmonton – Wednesday, October 27
Vancouver – Friday, October 29
Saskatoon – Saturday, October 30
Toronto – Thursday, November 4

Calgary – Thursday, November 12
Ottawa – Tuesday, November 16
St. John's – Thursday, November 18
Montreal - tbd

The Canadian Culinary Championships, performed before guests and national culinary judges, is comprised of three distinct competitions :

- **Friday, February 18 – 6 pm, 2011, Mystery Wine Pairing**

Each chef, provided with the same Canadian wine, will create a perfect culinary pairing on a very strict, local-ingredient budget.

- **Saturday February 19 – 9 am, 2011, Black Box Competition**

Chefs and their assistants are given 60 minutes to plan and create two different dishes, using the 6 diverse food items provided.

- **Saturday, February 19 – 6:30 pm, 2011, Grand Finale**

Chefs create their most innovative dishes, paired with a complimenting Canadian wine of their choice.

“Anything can happen at this level of competition,” says Stephen Leckie, co-founder and CEO of Gold Medal Plates. “We’ve seen underdogs create upsets and tensions flare as the competition increases in intensity with each event. It is a very prestigious honour and Canada’s best chefs give their all to earn the title. We are thrilled to be able to announce that the Okanagan will be the permanent home of the Canadian Culinary Championships for the next five years.”

The Canadian Olympic Foundation is a national charitable organization created by the Canadian Olympic Committee (COC) supporting high performance athletes across all winter and summer sports. The Foundation’s Mission is to generate support to meet the technical, scientific, medical and coaching needs of Canada's high performance sport system and assist Canada's athletes in becoming ambassadors for sport, healthy living and the pursuit of excellence across the nation.

Own the Podium brings together all of Canada’s winter and summer sport organizations and is responsible for assessing the performance potential of Canadian high-performance sport (both individual and team), for determining Canadian podium targets for the Olympic and Paralympic Games, and for making recommendations for the allocation of excellence dollars provided by the national funding parties.

www.goldmedalplates.com

Further information: Judy Burns ph: 250-764-5291 or e. quadburn@shaw.ca