

## **FOR IMMEDIATE RELEASE**

### **King Township's Cold Creek Conservation Area To Be The Site For The Prestigious Feast of Fields Event For The Next Five Years! on September 11, 2011**

*More than 40 of Greater Toronto Area Chefs Gather to Raise Funds to Build An Organic Garden at Cold Creek Conservation Area To Educate Children On Growing Local Foods*

Nobleton, March 15, 2010 – Local Nobleton chef, Daniel Gilbert, co-founder and chair of Feast of Fields event, is excited that the prestigious Feast of Fields event that he has been organizing for the past 20 years is coming back home to King Township's Cold Creek Conservation Area. This year, King residents will have a chance to experience a truly innovative organic experience as Organic Advocates, a non-profit organization that supports organic food awareness, celebrates the 22<sup>nd</sup> Anniversary of its Feast of Fields event at a place close to home – Cold Creek Conservation Area on September 11 from 1 pm to 5 pm.

"What's exciting about the Feast of Fields event is that these chefs are together because of their commitment to organic food. When you are at this outdoor event you can smell all of the aromas from more than 40 chefs preparing some of their favourite organic recipes for that day," said Daniel Gilbert, chairman and co-founder of Feast of Fields. "Chefs love organic food because we truly believe that it is the best possible food you can get as organic produce allows everyone to taste the real qualities of the produce."

Each year, funds raised at the Feast of Fields event are donated to an ecological group or organization to promote sustainable, organic agriculture. This year funds that are raised at the event will go directly towards additional gardens and beautification of the site.

Feast of Fields guests will have the opportunity to get up close and personal with more than 40 of Greater Toronto Areas' top and prestigious chefs; including XXXXXXXXXXXX.

Guests will also have the chance to meet and talk with renowned TV chef Michael Smith. This event offers everyone an opportunity to learn more about organic food, sample a wide variety of organic food and drink and talk directly with local farmers, celebrity chefs, vintners and micro-brewers.

"On behalf of the Council and staff of King Township we are delighted the Organic Advocates organization has selected Cold Creek Conservation Area as the venue for the 21st annual Feast of Fields event. Hosting this event in King is a perfect fit with the Organic Advocates/Feast of Fields mandate relating to environmental and sustainable agricultural. King continues to be a steward and champion of sustainable agricultural practices within the Oak Ridges Moraine, Greenbelt and Holland Marsh," said Mayor of King Township, Margaret Black "We look forward to the opportunity of showcasing Cold Creek and King Township to "foodies" from throughout Ontario and beyond during the event."

With the goal of truly being green, all Feast of Fields food will be served on vegetable leaves and other innovative serving options. All guests will receive a complimentary 22nd Anniversary

recipe cook book with each Chefs favourite recipe. Tickets are \$75 each before May 31 (on-line orders), and after that \$100 dollars each and \$90 for a group of 10 or more. Purchase tickets on-line at [www.feastoffields.org](http://www.feastoffields.org) and or call (905) 859-3609.

**Feast of Fields Community Appetizer Competition:**

Feast of Fields is requesting that Greater Toronto Area residents send in their favourite appetizer recipe for its first-ever Appetizer recipe competition. Judged by a panel of Feast of Fields chefs, the top three recipes will be prepared by a Feast of Fields chef and photographed for local media. The winner will receive two tickets to the Feast of Fields event, recipe included in this year's recipe book and a Feast of Fields chef preparing the appetizer for this year's event. Submit appetizer recipes to [info@feastoffields.org](mailto:info@feastoffields.org) before July 30, 2010.

**Feast of Fields:**

Feast of Fields was created by Knives & Forks which was later named Organic Advocates, a non-profit association that supports organic food awareness and sustainability. Established in 1989, Organic Advocates is a collaborative of organic producers, environmentally concerned chefs, other food professionals and enlightened consumers.

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For more information, and/or to book interview opportunities with local chefs and/or other organic food advocates, please contact:

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