

NEWS RELEASE

For Immediate Release

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MOTHER'S DAY BRUNCH TO SUPPORT LOCAL FARMERS AND COMMUNITY INITIATIVES

Perth County fundraiser brunch celebrates moms and showcases local fare

STRATFORD- On May 10th from 9am - 1pm, Slow Food Perth County will be hosting a Mother's Day Brunch that introduces county residents to a small cross-section of the amazing food producers and products from the region.

"We're pleased to be a part of this," affirms Larry McCabe, Slow Food member and co-owner of Pazzo, where the event is being hosted. "While our primary intention is to celebrate mothers and all that they contribute to our lives, this event will also celebrate exceptional local fare and the passionate people behind it."

Chefs Paul Finkelstein and Yva Santini, both Slow Food members, will be preparing a fabulous menu using local ingredients from Perth Pork Products, Orval Zehr Farm, North Western Secondary School's garden, Megens Family Farm, McCully's Hill Farm and Wellesley Apple Products.

Mothers in attendance will also be treated to a chocolate rose, handmade by Slow Food members Dianne Chisholm and MaryLou Middleton.

"This is a big year for our convivium," says Danielle Brodhagen, co-Chair of Slow Food's Perth County chapter. "Choosing local food is becoming very trendy lately. We want to forge solid relationships between Perth County residents and local food producers so that buying local becomes a long-term habit rather than a short-lived fad."

To that end, the ever-expanding group of passionate volunteers has planned a long list of food-related events, all of which are designed to further their mandate of connecting farmers with consumers, with an emphasis on education and inclusion.

The theme for this year's events is one of hospitality. Events are accessible and proceeds will be used to create and/or support food-related community initiatives like school breakfast programs and cooking classes, such as the kids' sessions currently being conducted on a bi-weekly basis at the YMCA.

"We know there is a huge demand for local food," states Laurie Knechtel, another Slow Food member. "But when local chefs and residents can't make it to the Farmers Market, many default to grocery stores or food service companies, buying products that come from half-way around the world. In the meantime, local farmers struggle to find and maintain viable markets for their food. There's a glaring disconnect - a gap that events like this will help bridge."

For brunch menu details, and to learn more about Slow Food and upcoming events, visit www.slowfoodperthcounty.ca. For brunch reservations, call Pazzo at 519.273.6666.

If you'd like more information about the brunch, or would like to schedule a photo opp. or make an exclusive media reservation, please contact Laurie Knechtel at 519.271.0528 or email her at ljknechtel@yahoo.ca.