

Herald Sun homeshow & GARDEN EXPO

PRESS RELEASE

FOR IMMEDIATE RELEASE – Thursday 16 July 2009

Be a Celebrity Chef for a Day

You love wine and food - a lot. In fact, most of your day probably revolves around it - breakfast, lunch and dinner. You love nothing more than cooking. Well what could be better than being a **Celebrity Chef For a Day**

Perform live at the Herald Sun *home* Show, Wine & Dine cooking stage, and have the chance to win a Prestige Appliance silent rangehood and weekend away at the Royal Mail Hotel in Dunkeld, including a degustation dinner valued at over \$3,000.

To enter simply produce a short video (no longer than 3 minutes in length) cooking your favorite meal. Open to Victorian residents over 18. For your entry to be valid you must mention the Herald Sun *home* Show in your video clip.

If you fancy yourself as a great cook, great entertainer and you love food, you should enter!

The four finalists will be judged by some of the industry's finest including Darren Vowles from Wine.Food.Hotel.

Competition Key Facts

Competition: Celebrity Chef for a Day
Entries Close: August 10th 2009 at 8pm
How to enter: Send a short video of yourself cooking – upload at winefoodhotel.com
What: 4 finalists present their dish at the Wine & Dine stage at the Herald Sun *home* Show & Garden Expo
Prize: Over \$3,200 in prizes from Prestige Appliances, Royal Mail Hotel, Dunkeld

Event Key Facts:

Dates: Thurs 20 – Sun 23 August 2009
Venue: Melbourne Exhibition Centre
Who: Consumer & Trade
Times: 10am – 7pm Thurs & Sun, 10am – 9pm Fri & Sat
Ticket Price: Adults \$18, Conc \$15, Children FREE
Web: melbournehomeshow.com.au

- ENDS -

For media enquiries, interviews, images, media passes and promotions, please contact:

Exhibition Organiser

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Interview & Pic Opportunities

- Darren Vowles – WineFoodHotel.com – Judge
- Louisa Begg – contestant
- Shelley Tilbrook, Marketing Manager, Exhibition & Events Australia

Judge – Darren P Vowles

Darren P. Vowles is a man motivated by the finer things in life; great food and brilliant wine. He attended trade school in Geelong in 1988 for the next 4 years travelling back and forth from the country to complete the Master Apprenticeship in Waiting, Concierge and Maître 'cutting his teeth" working for Iain Hewitson at "Memories of the Mediterranean". Darren went on to write for Harpers Bazaar and Mietta's Eating and Drinking Guides and Consulting to the industry.

He has indulged his passion using the web, developing the world's first aggregated wine and food video site www.wineandfoodtube.com in 2007 to afford the world an opportunity to experience the best of international wine and food video content. A year later he has launched www.winefoodhotel.com , to include the hotel industry.



Darren attends the Herald Sun *home* Show as one of the key judges for the Celebrity Chef for a Day competition at the Wine & Dine stage

Louisa Begg

Full time mum with two kids, Louisa loves to cook for her family. She is entering the Celebrity Chef for a Day competition.

Images available in High Resolution

