



FOR IMMEDIATE RELEASE
August 14, 2009

MEDIA ADVISORY

The Callingwood Farmers' Market Welcomes Celebrity TV Chef!

Edmonton, AB - On Sunday, August 23, 2009 from 10:00 a.m. - 3:00 p.m., the Callingwood Farmers' Market is thrilled to welcome celebrity chef, Lovoni Walker, from the hit TV show "*Simple, Fresh, Delicious.*" Lovoni will host four live cooking demonstrations, giving patrons a chance to experience a variety of new and exciting dishes ranging from Fattoush Pita Salad to Chilli Beef Stir-Fry. Cooking show times are at 10:00 a.m., 11:30 a.m., 1:00 p.m. and 2:30 p.m.

As an international cooking sensation, Lovoni will share her trade secrets to preparing simple, fresh, delicious and wholesome food for the whole family. In the midst of an economic recession, families are looking for ways to save money and support the local economy. All of Lovoni's exclusive new recipes will feature fresh ingredients made by local producers available on-site at the Callingwood Farmers' Market.

Simple, Fresh, Delicious is an engaging cooking series featured on Viva and Access Network that features simple, healthy recipes promoting local, sustainable and seasonal cuisine. Each episode is complemented by a feature that supports the theme of the program including a visit to a farm, restaurant or speaking with a health expert.

The Callingwood Farmers' Market features over 100 vendors offering the finest of locally grown fresh, and/or organic produce, meats, home made foods, top quality plants, unique crafts and more. It is located on corner of 69 Avenue and 178 Street, in the breezeway area of The Marketplace at Callingwood shopping centre. The Market runs rain or shine, Sundays from 10 a.m. to 3 p.m. and Wednesdays from 12 p.m. to 5 p.m., May 3 to October 12, 2009.

For more information about the Callingwood Farmers' Market, visit www.callingwoodmarketplace.com. For more information about *Simple, Fresh, Delicious* visit www.simplefreshdelicious.com.

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