



## MEDIA RELEASE

### Winners announced in Recipe for Success Video Cooking Contest

City's best sandwich revealed, contest winners and healthy food celebrated during Junior Master Chef Culinary Adventure

**Saturday, May 3, 2014.** *For Immediate Release:* They're 'Awesome,' a 'Mouthful,' and 'Kimcheesy' – and they're the winners of the Recipe for Success Video Cooking Contest.

Of the 56 excellent videos submitted in this inaugural contest, the following took top prizes:

- Grand Prize: **Wrap of Awesomeness** by Strathcona Elementary School
- Runner-Up: **Mulvey Mouthful** by Mulvey School
- People's Choice: **Maple Bacon "Kimcheese" Sandwich** by École Van Wallegghem School
- Wild Card: **Picnic Sandwich** by École Lacerte
- Wild Card: **BLT Mega** by Polson School

Prizes for the teams included:

- Three, **\$500 grants to support healthy food** (for the Grand Prize, Runner-Up and People's Choice teams)
- Five **Junior Master Chef Culinary Adventures** at Red River College's (RRC) School of Hospitality and Culinary Arts (all winning teams)
- Plus the **Wrap of Awesomeness** will be featured at RRC's Culinary Exchange restaurant

Miranda Quill, 11, is a member of the Wrap of Awesomeness team. "It was amazing," she says of winning the Grand Prize. "I thought there were a lot of other videos that were great, but to be picked was really awesome."

"We are thrilled with the caliber and variety of the recipes submitted in the contest," says Richard Frost, CEO of The Winnipeg Foundation. "The goal was to get kids talking about, preparing and eating healthy food. The success of the contest shows that's exactly what happened."

"Cooking is a valuable life skill," says Keith Muller, Dean of RRC's School of Hospitality and Culinary Arts. "We are excited to host these budding chefs at the Junior Master Chef Culinary Adventure, and to give them the opportunity to add a few new skills to their culinary repertoire."

Dozens of Winnipeg kids responded to The Winnipeg Foundation's quest for the most outrageous, nutritious and delicious sandwich. Over 3,500 votes were cast during the public voting phase to determine People's Choice. The Grand Prize and Runner-Up videos were decided by a panel of judges:

- Sharon Blady, Minister, Healthy Living and Seniors
- Keith Muller, Dean, RRC's School of Hospitality and Culinary Arts.
- Ace Burpee, Morning Show Host, Virgin103 and Nourishing Potential Committee Member
- Nicole Dubé, Social Media Reporter, CTV Morning Live
- Susan Millican, Board Chair, The Winnipeg Foundation

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**Why is the Foundation spearheading this initiative?** Sometimes a sandwich isn't just a sandwich – it's a building block for a brighter future. Since 2011, the Foundation's Nourishing Potential Fund has helped children and youth in after-school and drop-in programs access healthy food, nutrition education and cooking skills needed to grow and thrive. The Recipe for Success contest is being held in support of Nourishing Potential.

To watch the videos or learn more about the contest or Nourishing Potential, visit [www.wpgfdn.org/recipe-for-success](http://www.wpgfdn.org/recipe-for-success).

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