



FOR IMMEDIATE RELEASE

Cooking up a Storm...Seaway Style

State-of-the-Art Mobile Culinary Theatre arrives in Zellers Court

(Welland, ON) - November 21 – The Holidays are a wonderful time of year- especially for your palate. Whether you use well-loved recipes handed down through the generations, or try a trendy new menu, the Seaway Mall's holiday cooking demonstrations hosted by local top chefs and City Councillors from November 29th to December 20th, will teach you how to make your dinners a work of art.

The delectable demonstrations will take place in Zellers Court in the just-arrived state-of-the-art Mobile Culinary Theatre; a state of the art, fully self-contained culinary demonstration showpiece, outfitted with the latest and greatest in cooking and kitchen appliances and audio-video gear, including LCD video screens. The theatre is made available to Seaway Mall in partnership with the Niagara Food Festival.

“The Mobile Culinary Theatre will allow Seaway Mall to showcase some of Niagara's finest cooking talents in an interactive educational setting, with plenty of great entertaining tips for the holiday season,” said Michael Olson, Chair of the Niagara Food Festival, and Chef Professor at Niagara College. “I think visitors to Seaway Mall will really enjoy seeing the chefs in action as we are a fun bunch - you can count on some good laughs, stories and delicious treats,” he added.

On November 29th, the public is invited to come and hear culinary secrets from Chef Erik Peacock of *Wellington Court* at 1PM, and Chef Mark Hand of *Eagle Valley Golf Course* at 2:30PM. On December 6th, Seaway Mall will host Elena Turroni at 1PM, arguably Canada's oldest chef, still cooking up a storm at 99 years old!, and at 2:30PM Chef Michael Olson. On December 20th at 11AM, Geeve Sandhu from *Ye Olde Squire* will share the recipes that have made his restaurant so popular.

Also, on the afternoon of December 20th, Welland City Councillors will share their cuisine creations through the state-of-the-art Mobile Culinary Theatre. Councillors will go head to head for bragging rights and title of Welland Chef Councillor of 2008. Additional details re the 'Council Cook-off' will be released in the coming days.

Michael Belcastro, President of Seaway Mall said, “All of the demonstrations are going to be a great way to join in the holiday spirit and pick up a few pointers before the big day. The demonstrations are free; however the Mall will be accepting food donations for *The Hope Centre*.”

About the Seaway Mall

Seaway Mall goes WAY beyond your expectations! Seaway Mall offers a variety of unique shopping and dining experiences and is home to over 120 stores and services including Le Chateau, the Shoe Warehouse, Bonnie Togs, and a brand new Pennington's. Seaway Mall is simply the best place to shop for everything you need for your family, home and for yourself. For those looking to take-in some tasty treats, the Mall offers a wide-variety of food choices. Recently, the Mall welcomed Ye' Olde Squire, which features a Scottish Pub theme and is well-known for its homemade dishes.

Contact:

Mark Carl,

mcarl@seawaymall.com

(905) 735-0697