



San Diego Food Bank – Media Advisory

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Rescue recipe: 26 chefs’ “hunger gala” strategy meeting & cooking demo

San Diego Food Bank warehouse

Thursday 18 September 1.30 pm

Who: *27 celebrity chefs (in full uniform and tall chef hats)* will attend a “hunger gala” strategy session and cooking demonstration at the San Diego Food Bank on Thursday 18 September at 1.30 pm.

What: In response to the San Diego Food Bank’s appeal for help to meet the exponential increase in demand from families in San Diego County, the La Jolla Hilton is hosting a gala dinner which aims to raise \$500,000 – enough to provide 1.5 million meals for the San Diego Food Bank.

The gala will celebrate California’s rich cultural diversity, and each of the 27 chefs will prepare a bespoke dish representing a culture or country.

The chefs, from 26 Hilton hotels across the county, will meet to plan menus for the November fundraiser. The chefs will also discuss plans for a new “Adopt-a-Chef Program” where each chef will adopt a low-income school to teach students how to cook nutritious food, grow school gardens and provide nutrition education to low-income parents. This will be organized by the Network for a Healthy California, a beneficiary of the event.

Where: The chefs will meet among the towering shelves at the San Diego Food Bank and will use a portable kitchen in the warehouse to demonstrate sample recipes for the gala. (San Diego Food Bank, 9850 Distribution Avenue, San Diego, 92121)

When: Thursday, September 18th 1.30 pm – 2.30 pm.

Photo opportunities:

- 26 chefs in chef hats in the San Diego Food Bank’s warehouse sitting theater-style among the warehouse shelves.

- Celebrity chefs Larry Banares and Chad White cooking exotic dishes in the San Diego Food Bank warehouse.
- Principal Scott Worthing, King/Chavez Preparatory Academy discussing student hunger
- Hunger at Home directors giving a presentation about hunger in San Diego County
- San Diego Food Bank warehouse operations

NOTES FOR EDITORS:

Hunger at Home is a new Hilton charity that will raise funds for hunger relief and nutrition education for low-income families. The charity was founded and is being test piloted in San Diego by Hilton La Jolla with plans for a statewide rollout aiming to raise funds to fight hunger in California and the West Coast. www.hungerathome.com
 Contact: Ewell Sterner, Founder and Director, Hunger at Home
santp-hungerathome@hilton.com or 858.450.4521.

Network for a Healthy California:

The Network for a Healthy California is a statewide effort of the California Department of Public Health, in partnership with the United States Department of Agriculture, focusing on empowering the low-income community to practice better nutrition and lifestyle changes by addressing four key health issues: increasing fruit and vegetable consumption, increasing physical activity, increasing food security, and preventing chronic diseases. Visit www.sdnnonline.org for more information.

Low-income schools adopt a chef program:

Classroom cooking is an educational activity that keeps the students engaged. It is a great way to use what the students grow in the school garden, giving them the opportunity to enjoy fresh, seasonal produce while practicing math, reading, and life skills.

Schools will host a Hilton chef who will: teach students nutrition and easy recipes; host a family “Restaurant Night” where students invite their families over to the school “restaurant” for dinner one evening and serve a healthy meal; and start an after school Healthy Kids Cooking Club.

This program will operate through the Network for a Healthy California.

Hilton’s Participating Chefs (For biographies visit: <http://www.hungerathome.com/partners.html>):

- Chef Chad W. White | Doubletree Golf Resort San Diego
- Chef Larry D. Banares | Hilton La Jolla Torrey Pines
- Chef “Noni” Ngoc Van | Hilton La Jolla Torrey Pines
- Chef Patrick Dahms | Hilton San Diego Bayfront

- Chef Hermann Schaefer Hilton San Diego Resort & Spa
- Chef Bob Kennedy | Doubletree Hotel San Diego/Del Mar
- Chef Carl Delarosa | Embassy Suites San Diego La Jolla
- Chef Cynthia Gonzales | Hilton San Diego Gaslamp Quarter
- Chef David Umatum | Doubletree Hotel San Diego – Mission Valley
- Chef Eric Wilburn | Hilton San Diego Airport/Harbor Island
- Chef Francisco Castañeda | Hilton San Diego/Del Mar
- Chef Jason Lee | Embassy Suites San Diego Bay – Downtown
- Chef John Lupoli | Hilton Garden Inn Carlsbad
- Chef Larry DiFolco | Hilton Garden Inn Del Mar
- Chef Leo Fuentes | Doubletree Club Hotel San Diego
- Chef Nicholas Vilamil | Hilton San Diego Mission Valley
- Chef Renato Asuncion | Embassy Suites San Diego Bay – Downtown
- Chef Victor Ploro | Hilton Garden Inn San Diego
- Chef Jose Yanez | Doubletree Hotel San Diego Downtown

Economic crisis hitting San Diego Food Bank:

The Union Tribune documented the San Diego Food Bank's statistics this month (UT 8/6/08) showing an exponential increase in demand across the county: La Mesa up 102%. Spring Valley up 69%. Chula Vista up 34%. The alarming increase in demand is the result of the souring economy and the lethal combination of rising prices, job layoffs, rising rents, home foreclosures and stagnant wages which are forcing thousands of low-income working families and fixed-income seniors to turn to the San Diego Food Bank for help.

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