

FOR IMMEDIATE RELEASE

Chef Does a Good Deed for Mother's Day

Award winning Chef Selwyn Richards cooks for a great cause.

Toronto May 8, 2014 - Finding the perfect event for Mother's Day is a yearly challenge. While a dinner at home has become the go-to staple for most families celebrating mom, many people are looking for something more—something special that will really show the most important women in their lives how they feel.

On Sunday, May 11, Joy Divine Praise C.O.G.I.C will present their 6th annual Mother's Day fundraiser banquet. This special evening will include exciting prizes and surprise special performances, and proceeds will benefit the work of Joy Divine Praise. Dinner will begin at 4 p.m. sharp at the East Salon Room of the Pickering Recreation Complex, and will be catered by award winning firm The Art of Catering.

Selwyn Richards of The Art of Catering has spent the past 30 years excelling in the food industry. He also remains active in the community, catering various fundraising events each year. According to Mr. Richards, "Our local communities are the foundation on which Toronto's future is built. It is essential for us to maintain relationships with our neighbors and fellow community members, as this inspires us to be proactive in building a healthier society. I believe that food is one of the best tools to bring people together. For me, there is nothing better than creating delicious dishes and knowing that they are helping to build a strong future for coming generations."

At this year's Mother's Day dinner, Deputy Mayor Doug Dickerson will be on hand to present Mr. Richards with a milestone certificate for his 30 years of work as a chef and community advocate.

Tickets for this exciting event are \$45, or \$80 for a couple (so bring your mom!). Join us this Mother's Day for a night that will not only be fun and delicious, but also support an important mission in our community!

About Selwyn Richards

Chef Selwyn Richards has spent 30 years dedicating himself with expertise and ebullience to help elevate Canada's culinary world. Chef Richards currently serves as the Executive Chef for his business The Art of Catering, and previously studied Culinary Management at George Brown College. Throughout his career Chef Richards has delighted taste buds for an array of persons in equally diverse organizations. Gatherings, dignitaries and distinguished wedding guests have tasted the passion that is ever-present in Chef Richards' cooking. Recently, Chef Richards shared his culinary passion and flavor by writing his first cookbook, *The Art of Cooking* (Minna Press), which is now available on Amazon and Barnes & Noble. For more information on Chef Selwyn Richards, visit his website www.theartofcatering.com

Media Contact:

Nadine Spencer

BrandEQ Group

Strategic Marketing and Communications

Ph: [416 281 1515](tel:4162811515) M. 416 708 0521

Email: nadine@brandeq.com