



## **Calgary-based Food Blogger Embarks on New Culinary Initiative Entitled ‘Kick The KD’ Focused on University Students and Healthy Eating**

**For Immediate Release: Monday, January 10, 2011 (Calgary, AB)** – Inspired by Jamie Oliver’s “Food Revolution”, Calgary-based food blogger Dan Clapson ([www.dansgoodside.com](http://www.dansgoodside.com)) is announcing a new culinary initiative that will ignite the gastronomic enthusiasm of Calgary post-secondary students. Teaming up with the University of Calgary Students’ Union and Calgary Co-op, Dan is set to launch a cooking program aptly named ‘**Kick the KD**’ targeted at university students with better culinary practices in mind.

**Kick the KD** will take 15 university students in need of inspiration and teach them to ‘*think outside the box*’ by using a 10-week cooking program that will explore and encourage all things culinary. In addition to basic cooking skills, Kick the KD will place a focus on fostering a quick and simple approach to creating healthy and delicious meals.

Program founder Dan Clapson, a local food blogger and **Food Network Canada** contributing writer, explains, “I’m very excited to see this project come to life. I’m looking to inspire and most importantly show students that there is an alternative to out-of-the-package meals. Kick the KD is all about eating great food at a reasonable cost and enjoying your time in the kitchen. I’m looking for young individuals who recognize that they have less than great eating habits and are looking to improve.”

Jennifer Abbott, Student Life Representative of the University of Calgary’s Students’ Union, adds, “We are constantly trying to promote a healthy lifestyle for all members of campus, and this program is exactly along those lines. So far, the response from students has been very positive which is extremely encouraging.”

Along with the University of Calgary and Calgary Co-op, Clapson is also collaborating with Steam Whistle Brewing and Yelp.ca on the initiative. Al Fletcher, centre manager of the Calgary Co-op downtown market, further explains, “Any time you get a chance to mould the minds of a younger generation to eat better it helps everyone, especially themselves.”

Interested individuals can apply for the program online at [www.dansgoodside.com](http://www.dansgoodside.com). Application deadline is 5:00 p.m. on Friday, January 21, 2011. After all submissions have been received, 15 students will be selected to participate in the **Kick the KD** program starting on Thursday February 10, 2011, hosted by the Calgary Co-op downtown market.

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For more information regarding this new culinary initiative please contact:

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