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FOR IMMEDIATE RELEASE

START FROM SCRATCH HEADS BACK INTO THE KITCHEN

Local culinary initiative expands its crusade to inspire more students to cook for themselves.

CALGARY, AB – August 29, 2011 – Start From Scratch, the student focused cooking initiative previously titled 'Kick The KD', is now accepting online applications at www.startfromscratch.ca. The 10-week course is offered, free of charge, to university students in an effort inspire and develop their culinary skills. The program is scheduled to get cracking in the kitchen with students from both the University of Calgary and Mount Royal University on September 27th, 2011.

“Our initial run with the University of Calgary was so successful that we’ve now decided to expand the program to include Mount Royal University,” says the program’s founder, Dan Clapson. “I am so excited to have the opportunity to encourage more young people to develop their culinary skills.”

The program, now in its second year, has expanded to include not only a second university, but a second instructor as well – Jacinthe Koddo. Both Clapson and Koddo will teach students recipes and cooking skills to take with them as they transition from the nest into adulthood.

Whether a student is looking to entertain family, a significant other or just cook a healthy dinner for one, Start from Scratch aims to provide students with a great set of skills to feel comfortable in their own kitchens. ‘When I first heard about this initiative, I knew it was something I wanted to be involved in,’ says Koddo. She goes adds, ‘I could not be happier about joining the Start From Scratch team.’

Calgary Co-op, the program’s main sponsor, donates the cooking space at their downtown Marketplace store, as well as the majority of ingredients for the program.

Students from both University of Calgary and Mount Royal University are encouraged to apply to take part in the program by visiting www.startfromscratch.ca and filling out the application form. Deadline to apply is September 15th, 2011.

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For more information about this exciting initiative, please contact:

Dan Clapson
Program Founder
T. 403.612.1700
E. dan@dansgoodside.com