



Local Food Initiative 'Kick The KD' Kicked to the Curb by Kraft Canada

For Immediate Release: Tuesday, April 19, 2011 (Calgary, AB) - With the completion of a successful initial run on the horizon, a local cooking program entitled 'Kick the KD' must now find a new name. By way of written letter from a representative from the legal department at Kraft Canada, the program's founder, Dan Clapson, was advised to remove 'KD' from the initiative's name and promotional material. Clapson was surprised and a little let down by the notification. "The reason I incorporated the KD reference was because, to me, it is synonymous with the university student lifestyle. I wanted to emphasize that students, although short on time with their busy schedules, have other options than out-of-the-box meals. Everything in moderation. I occasionally eat KD, and you probably do, too."

The 10-week cooking program, which was offered for free to 15 University of Calgary students selected via online application process, wraps up this Thursday night. Program participant Alyssa Athanasopoulos was disappointed by the reaction. "It's really too bad Kraft Canada didn't appreciate the association with such a progressive idea. The company, as a whole, has some healthy and tasty products. This could have been a great opportunity to showcase all that they offer, which is not just Kraft Dinner. In the end, it doesn't matter what 'Kick the KD' changes its name to. It's the experience that has been amazing for me, not the name."

The cooking initiative was also enhanced by the amazing amount of support it received from local food personalities, restaurants, and sponsors. "It's one of those things for which you can't say 'thank you' enough. We have a great community here in Calgary, and the course would not have been successful if I did not have the participation of many amazing, passionate individuals."

Despite being forced to change the program's name, Clapson is already optimistic for what's in store. "I'm currently in talks with Mount Royal University to bring 'Kick the KD' to their campus as well as reprising the course at the University of Calgary in the fall. My goal with this program is to inspire university students to cook for themselves. I think I've accomplished that. It's truly a rewarding experience."

Information and progress on the course can be found at www.dansgoodside.com. Stay tuned for a release in the coming week regarding information on the course's upcoming graduation event to be held in mid-May and, of course, the unveiling of a new program 'brand'.

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For more information regarding this culinary initiative please contact:

Hanna Kassa, Public Relations
hanna@dansgoodside.com

Dan Clapson, Program Founder
dan@dansgoodside.com

