



JUNIOR LEAGUE OF TORONTO

Women building better communities

Media Advisory

For Immediate Release

April 15, 2010

The Junior League of Toronto ‘Turns Up the Heat’ on Volunteer Training with Food Network Star Andrew Ellerby

Toronto - On April 19th, women’s charitable organization, **Junior League of Toronto (JLT)** will join Food Network star and mega successful Executive Chef, **Andrew Ellerby** at McEwan, as he ‘Turns up the Heat’ on their volunteer training. Andrew will share tips on healthy eating in food and restaurant choices – valuable information that JLT volunteers will transfer to their community programs which are focused around the theme of ‘healthy living’.

The ‘Turn up the Heat’ training event is the last of four innovative training sessions on Leadership and Self-Discovery organized by the Junior League of Toronto this year. Developing the potential of women through training sessions such as these is central to the Mission of the JLT. This year all training sessions have been opened to the general public as well as JLT membership.

Media is invited to attend the event.

WHEN: Monday April 19, 2010

5:30p.m. - 6:00p.m. – Media interviews and photos

6:00p.m. - 6:30p.m. Welcome by JLT President followed by talk on healthy food and eating by Andrew Ellerby (media invited to take photos).

6:30p.m. - 9:00p.m. – Tour of store and food tasting stations by McEwan staff. (media invited to take photos)

WHERE: McEwan
38 Karl Fraser Road
Shops at Don Mills
Don Mills and Lawrence

WHAT: Andrew Ellerby will lead a Junior League of Toronto training event to discuss the importance of healthy eating in food and restaurant choices. The event will also include food tastings and a tour of the McEwan 20K square foot store.

PRESENT: Andrew Ellerby, star on the Food Network’s *The Heat* with Mark McEwan, and Executive Chef at One, Mark McEwan’s newest top restaurant in the Yorkville area of Toronto.
Venise Stuart, Junior League of Toronto President

BACKGROUND:

- Established in 1926, the **Junior League of Toronto (JLT)** is an organization of women committed to promoting voluntarism, developing the potential of women and improving the community through the effective leadership and action of trained volunteers.
- Since 1926, the JLT has contributed more than \$4 million and over 40 million volunteer hours to hundreds of community agencies.
- Currently the focus of the JLT's community programs is healthy living. Kickstart for Health is a JLT program that empowers teenage girls to embrace healthy lifestyle choices through innovative nutrition education and participation in regular physical exercise.
- Leadership development is an important part of the JLT experience. Through the 84 year history, the organization has provided avenues for women to acquire leadership skills, community board experience and unique networking in the community.
- The JLT 'Turn up the Heat' training session is the last of a 4 part JLT Leadership and Self-Discovery Series put on for membership and the public. The previous three sessions included 1)Stand Up and Claim your Power; 2)Creating your Brand and Marketing Yourself; 3)Running in High Heels, Discovering your Inner Diva.
- **Andrew Ellerby** is a Canadian chef based in Toronto. He currently appears on the Food Network's *The Heat* with celebrity chef Mark McEwan and is the Executive Chef at One, McEwan's newest top restaurant in the prestigious Yorkville area.

For more information on the Junior League of Toronto, please visit www.jlt.org

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