



Asthma and Allergy
Foundation of America®
MICHIGAN CHAPTER

Press Release

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RE: Food Allergy Community Event on October 30, 2008

October 13, 2008, West Bloomfield, MI. The Asthma & Allergy Foundation of America – Michigan Chapter (AAFA-MI), is proud to announce the Ben Finkelstein *Chefs of the Future* competition. This is a “first of its kind” food allergy friendly culinary competition & educational event, to be held Thursday, October 30, 2008, beginning at 6:00 pm, at the Distinctive Appliances Distributing showroom in Wixom, Michigan.

The purpose of this fundraising event is to raise awareness of the serious nature of food allergies. This event is in honor of Ben Finkelstein, a young boy who almost lost his life because of food allergies. As his mom, Carol says, “our family is keenly aware of the daily difficulties associated with food allergies. Yet, our family is not alone - food allergy is an increasing worldwide health concern.” Mrs. Finkelstein is a champion for the food allergy community with her tireless efforts at public education and legislative reform. It is because of her passion and drive to improve conditions that she joined the AAFA-MI Board of Directors several years ago.

Dining out is one of the biggest challenges faced by food allergic individuals. Many restaurant and banquet facilities can not accommodate even the most basic needs of a food allergic person. Many chefs have little or no experience in creating tasty and nutritious meals without using the 9 most common allergens (milk, egg, wheat, soy, fish, shellfish, peanuts, tree nuts and sesame).

The competition will consist of 3 categories: Breakfast, Main Dish and Dessert. Judging will be based upon nutritional value, creativity in substituting allergens, the number of allergens, presentation, and, of course, taste.

Participants are student Chefs from Oakland Community College – Culinary Arts Department. Scholarships will be awarded to the winners.

Our hostess for the evening is **Sherry Margolis** from Fox 2 News. Our expert judges will be: Lorraine Platman from Sweet Lorraine’s; Chris Johnson – Chef de Cuisine at the Beverly Hills Grill; Emily Cameiner – Registered Dietitian; and Zack Sklar & Justin Kurtz of Cutting Edge Cuisine.

We are proud to have Blue Cross/Blue Shield of Michigan and Distinctive Appliances Distributing, as premier event sponsors.

Join us for an evening of fun, food, and a cooking competition like none ever witnessed before! Better than *Top Chef*, fiercer than *Hell’s Kitchen*, friendlier than *Rachel Ray*...all because this cooking show might actually save lives! For more information, to make a tax deductible donation, or to order tickets, call #888.444.0333 or click: www.aafamich.org/Events. Major credit cards accepted.

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