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Prahran Market GM to 'CookOff' with Celebrity Chefs for Charity.

For Immediate Release

Prahran Market's GM, Christopher Young will head to Sydney on the 6th of February 2012 to 'CookOff' with Celebrity Chefs in the name of Charity.

"The aim of this event is to raise both awareness and significant funds for Australia's food rescue charity- Oz Harvest, a non-denominational charity that distributes excess food to those in need, and mission Australia, a community service organisation that helps Australians in need or homeless, find a way to a better life", said Christopher Young.

This "CookOff" will help provide our friends, traders, customers and supporters of Prahran Market an opportunity to assist other Australians in need, as well as creating awareness of Melbourne's great fresh produce markets.

Ozharvest, in conjunction with Mission Australia are hosting the CEO CookOff and are bringing together 200 CEOs and 30 Celebrity Chefs from Australia's top restaurants to cook a meal for 1,000 disadvantaged Australians at Sydney's Cathedral Square.

"That fellow Australians remain hungry, homeless or abandoned is a major and confronting issue "said Mr Young.

"Oz Harvest and Mission Australia have managed to create an extraordinary opportunity for CEOs across the country to challenge their skills in the kitchen, whilst giving back to the community and addressing these concerns."

Prahran Market and Christopher Young seek YOUR assistance to help make a difference and support these great charities.

Please log onto <http://www.ceocookoff.com.au/profile/166> to make a tax deductible donation to the Christopher Young Profile, or make a cheque payable to Prahran Market Pty Ltd and we will arrange the donation.

Market Opening hours: Tues, Thurs, Sat 7am-5pm, Fri 7am-6pm, Sun 10am-3pm

Parking Available: At Elizabeth Street car park.



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For further information or to organise a photo opportunity and/or interview, please contact Stefanie Prawdzcic, Marketing Manager on 0408 108 958 or email Stefanie.prawdzcic@praHRANmarket.com.au

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