

News from Price Chopper

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Price Chopper's New Online "Kids Cooking Club" to make a LIVE Appearance at their Shelburne Rd. Store

SCHENECTADY, NY (10/15/2009)(readMedia)-- Price Chopper's New Online "Kids Cooking Club" to Make a LIVE Appearance at the Supermarket Chain's Shelburne Rd. Store

What: Program Co-Creator, Jodie Fitz, engaging children while promoting a love of food and cooking

When: Friday, Oct. 16, 3:00-6:00pm. 1-on-1 Interviews with Jodie Fitz will also be available between 2:00-2:30pm

Where: Price Chopper's Newly Expanded Supermarket located at 595 Shelburne Rd., Burlington, VT

Background

Created by Price Chopper and Jodie Fitz as a way to engage the next generation of cooks with life skills and an appreciation for new foods and different combinations of foods, "Kids Cooking Club!" is a fun and unique cooking experience. It promotes a love of food and cooking at an early age by encouraging creativity in younger cooks, which in turn, is a great way to bring families together.

The Kids Cooking Club!" includes a monthly e-newsletter, online videos, cooking demonstrations, contests, and other interactive activities. The e-newsletter is filled with quick and easy recipes, fun facts and activities for kids, as well as simple cooking solutions, ideas on involving kids in the kitchen, and questions and answers for parents. In addition to learning basic cooking skills kids will be introduced to flavors from throughout the United States and the world, party planning, holiday cooking and more.

Kids can visit www.pricechopper.com <<http://www.pricechopper.com>> to sign up for the Kids Cooking Club e-newsletter and explore the fun and exciting world of cooking with Jodie.

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