

Media Release

Monday 22 April 2013



Shepparton Show Me Celebrating Mums campaign

Shepparton Show Me launched an exciting Mother's Day Campaign today, Celebrating Mums. As part of the feature event, the *Mum Knows Best Chef Challenge*, the committee want you to nominate your mum as an expert critic to judge the winning dish at a cook off on Saturday 4 May.

Celebrating Mums aims to promote the diverse range of restaurants and cafes in Shepparton as well as encouraging people to shop in Shepparton during the gift purchasing period leading up to Mother's Day.

The *Celebrating Mums* campaign will include a feature event *Mum Knows Best Chefs' Challenge* located in Fryers Street on Saturday 4 May, featuring a number of local chefs and local mums as judges. Chefs will be presented with three mystery boxes which will contain three locally produced ingredients. Each chef will select one ingredient to base their dish on. There will be a number of other activities during the event including the opportunity to win great prizes.

Members of the community can nominate their mum to be a judge for the *Mum Knows Best Chef Challenge*. Mum Judges will judge the winning dish and chef! All selected judges plus those who nominate them will take home a fabulous prize pack. The mums chosen to be judges will be notified after the close of nominations on Monday 29 April.

Greater Shepparton City Council Manager Investment Attraction Geraldine Christou encouraged people to get along to the event.

"There will be a number of presentations from different local businesses as well as musical entertainment from local musicians," Ms Christou said.

"Don't forget to take advantage of the opportunity to explore the range of shops and pick up that special mother's day gift."

Shepparton Show Me Committee Representative Gerard Michel said the committee was excited about this campaign.

"This is a fantastic opportunity to showcase the range of cafes, restaurants and retailers in Shepparton," Mr Michel said.

For more information visit www.sheppartonshowme.com.au

Mum Knows Best Chef Challenge Program – Saturday 4 May

9.30 am **Enjoy Live Entertainment by talented local musicians**

10.00 am **How to Spice up BBQ Cooking**
Cooking demonstration presented by Shepparton Barbeques Galore

Media enquiries (03) 5832 9537 or

Media releases can be viewed online at www.greatershepparton.com.au

Media Release

Monday 22 April 2013



10.15 am Matching Food and Wine

Learn from the experts at Phillips Cellars

10.30 am Mum Knows Best Chef Challenge

Three of Shepparton's finest chefs will go head-to-head in a local produce mystery box challenge. Dishes prepared by chefs will be judged by and the winner chosen by the toughest of critics - mum. Nominate your mum to be a judge!

11.00 am Fryers Street Live Entertainment continues

Media enquiries (03) 5832 9537 or

Media releases can be viewed online at www.greatershepparton.com.au