

Jamie Kennedy – Headliner for What’s Cooking Bracebridge! Nominated for Taste Canada Cookbook of the Year!

BRACEBRIDGE, ON – The second annual What’s Cooking Bracebridge – The Great Muskoka Cookbook Adventure is almost here! On October 2 – 4, 2015, Bracebridge will be host to chefs, authors, and culinary specialists from across Canada.

This year’s event will include cooking demonstrations and interactive classes from critically-acclaimed cookbook authors and culinary personalities such as Jamie Kennedy and Mairlyn Smith.

Jamie Kennedy is one of the most innovative chefs in the Canadian culinary landscape.

His approach to gastronomy and commitment to sustainable agriculture and local food sources have been staples in his career. His advocacy for “farm-to-table” practices has fostered connections between Ontario farmers and the culinary industry in Canada. In 2010, Jamie was honoured with the Governor General’s Award for his leadership in the culinary industry, soon after he was appointed to the rank of Member of the Order of Canada. His latest cookbook, *J.K. The Jamie Kennedy Cookbook*, features recipes, stories, and memories from Jamie’s years as a chef, and is a nominee for the Taste Canada Cookbook of the Year. The Taste Canada Food Writing Awards will be announced on September 21, 2015.

Jamie Kennedy will be headlining What’s Cooking Bracebridge with An Evening of Local Gastronomy gala event on Saturday, October 3rd at Patterson-Kaye Resort, and In Jamie Kennedy’s Kitchen-Preserving Harvest Bounty, a hands-on culinary class in fall preservatives on Sunday, October 4th.

Along with Jamie Kennedy, What’s Cooking Bracebridge will feature over a dozen celebrity chefs, cookbook authors, and culinary specialists including Mairlyn Smith. A professional home economist (P.H.Ec) and a former member of the Second City Comedy Troupe, Mairlyn is the funniest P.H.Ec in Canada! As a regular guest expert on Cityline and Toronto’s Breakfast Television, Mairlyn enjoys combining humour and food to create a memorable experience for any audience. Her cookbook, *Healthy Starts Here*, features recipes on old favourites such as brussels sprouts, risotto, and chocolate pancakes.

Mairlyn Smith will be featured at a Marché dinner on Friday, October 2nd at the South Muskoka Curling and Golf Club, and will host an Interactive Culinary Learning Class on Saturday, October 2nd at Gagnon’s Your Independent Grocer.

All What’s Cooking Bracebridge culinary sessions are being held in Bracebridge at participating restaurants and other businesses, including Gagnon’s Your Independent Grocer’s, The Creative Cook, Riverwalk Restaurant, R&L’s Bistro, The Old Station, Liv Muskoka, Momma Bear’s Ice Cream and Sweets, South Muskoka Curling and Golf Club, The Griffin Pub, Whispering Pines Campground, and Patterson Kaye Resort.

For a full line-up and program listing of What’s Cooking Bracebridge, and to purchase tickets please visit www.canadascottagecountry.ca or the Bracebridge Visitor Information Centre at 1 Manitoba Street, next to Silver Bridge.

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For further information contact: Beth Kelly at 705-645-0027

What’s Cooking Bracebridge is organized and administered by the Muskoka Lifestyle Centre (MLC), a not-for-profit entity working on the advancement of the Bracebridge Tourism Brand, focusing on hands-on and interactive learning activities, commonly referred to as experiential tourism (one of the fastest growing elements of tourism). The Tourism Brand is focused on economic revenue generation in the shoulder season (October through April).

The three elements or ‘pillars’ of the Tourism Brand are: Culinary, The Arts, and Lifestyle (which includes recreation and design).

The MLC brings together the Bracebridge Chamber of Commerce, Bracebridge BIA, the Town of Bracebridge and voluntary representatives of local business. The MLC and What’s Cooking Bracebridge receive administrative and financial assistance from the Bracebridge Chamber of Commerce, Bracebridge BIA, the Town of Bracebridge, as well as FedNor, Celebrate Ontario, Explorer’s Edge (RT012), and Foodland Ontario.

