



MEDIA CONTACT
Trevor Lui
International Centre
tlui@internationalcentre.com
905.678.5610

THINKING GLOBAL, ACTING LOCAL
INTERNATIONAL CENTRE PROUDLY PARTICIPATES AT FOODSTOCK 2011

MISSISSAUGA, ONT. OCT 20, 2011: On October 16, 2011 the International Centre's own Executive Chef Joseph Levesque and Director of Operations and Sustainability Trevor Lui proudly participated in Foodstock, an outdoor pay-what-you-can public food event to help raise funds and awareness to stop the proposed construction of a mega quarry in the Melancthon Township, a rural community 110 kilometers northeast of Toronto.

Held on Bill and Diane French's Farm in Honeywood, Ontario and lead by Chef Michael Stadtlander, Foodstock featured local fare from over 100 of the best chefs from across Canada including International Centre Executive Chef Joseph Levesque. Each Chef was responsible for preparing one hearty gourmet dish showcasing the local produce that stands to be lost from the Melancthon Township. With his barbecue expertise, Chef Levesque served over 3000 portions of Ontario smoked pulled-pork in his own signature barbecue sauce; only a fraction of the reported 28,000 plus Ontarians who braved cold, wet and muddy conditions to dine and have their voices heard.

"I am extremely proud to have been part of such a monumental event" said Chef Levesque. "Not only was it an honour to cook for so many people but also to be in the company of such a collection of talented chefs. It is incredibly important to bring awareness to the protection of our natural resources. Much of the produce used at the International Centre is locally grown, and to take that much fertile land away would be devastating for Ontario farmers and residents."

With over 28,000 supporters in attendance, donating and celebrating local food, Foodstock raised over \$100,000 towards establishing awareness about the proposed mega quarry. Food revellers not only enjoyed a vast variety of cuisine but were also delighted by supporters from the entertainment industry with performances by musicians Sarah Harmer, Jim Cuddy and Ron Sexsmith.

"Foodstock was a celebration and there were no elements that could have stopped either supporters or chef participants from displaying our passion for local food," said Trevor Lui. "It was an honour to be present amongst such passionate people and other great chefs like Michael Stadtlander, Jamie Kennedy and JP Challet. We promote local and seasonal food sourcing to hundreds of our events and thousands of our clients at the International Centre, Chef Levesque and I both know how important this day was for our future."

For more information about Chef Joseph Levesque and the International Centre's continuing support of local farms and produce visit, www.internationalcentre.com/food-and-beverage.

About the International Centre

The International Centre boasts 40 years of success as the leading trade and consumer show venue in North America, and one of Canada's largest privately owned multi-purpose conference facilities. Located at 6900 Airport Road, offering complementary parking for 5,000 vehicles and surrounded by more than 10,000 hotel rooms, the International Centre is easily accessible from any point in the Greater Toronto Area. Visit the International Centre online www.internationalcentre.com.