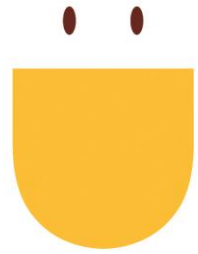


THE
GREAT
AMAZING



RACE



For immediate Release:

(Aurora, ON) **The Great Amazing Duck Race**, the ultimate "Farm-to-Fork" recipe competition for Ontario's top future chefs will be held Saturday, March 16, 2013 at King Cole Ducks Limited, Canada's leading producer of natural duck products.

The Great Amazing Duck Race begins at the crack of dawn with teams collecting eggs, then running to the main farm to showcase their knife skills by prepping galantines, supremes and confit. They will bus, then subway as fast as possible to Union Station where they will race to St. Lawrence Market to shop for the ingredients of their recipes before the last stop, a cook off at the kitchens of George Brown College. The dawn to dusk, gate to plate recipe competition will focus on the farm, food, cooking and presentation of the best duck appetizer and entrée.

Participating teams are from Canadore, North Bay; Fanshawe, London; George Brown, Toronto; Humber, Toronto; Fleming, Peterborough, Niagara Culinary Institute, Niagara and St. Lawrence, Kingston, Loyalist, Belleville; and Connestoga, Kitchener.

Participants will be judged on creativity, practicality, kitchen skills, appearance and flavour. Members of the winning teams will win \$1,000 for first place, second place \$250 and third place \$100.

King Cole is a third-generation family business; a vertically integrated, duck farm focused on producing duck products for retail and foodservice customers. "We are pleased to offer a true, 'Farm-to-Fork' event for the culinary students of Ontario," explained King Cole's Patti Thompson, event creator. "As the future chefs of the industry, we wanted the students to understand the importance of the farming side of food, and enjoy the unique opportunity duck offers for menus. Having local food like this in Ontario's own backyard is an added bonus", said Ms. Thompson.

King Cole has 14 farms throughout York Region and is the only duck producer in North America to feature breeder, hatchery, growing, processing, a development kitchen and cook plant. King Cole is as a local business with a reputation as a world leader, shipping products to markets such as Dubai, Japan and Tahiti. King Cole duck products are also featured on major cruise lines, airlines and throughout the restaurant and retail industries in the U.S. and Canada.

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For further information about the Great Amazing Duck Race and King Cole, please contact: Patti Thompson, (905) 363-DUCK, ext. 230 pthompson@kingcoleducks.com For post event photographs, video highlights or interview opportunities, please contact Craig Thompson. (416) 409-5808 tangerinegroup@zing-net.ca

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