

PRESS RELEASE

FOR IMMEDIATE RELEASE

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Slow Food® Charleston

SLOW FOOD CHARLESTON WELCOMES INTERNATIONAL ICON AND FOUNDER OF SLOW FOOD, CARLO PETRINI, FOR RECEPTION AND BOOK SIGNING, TUESDAY, FEBRUARY 23

WHO: Slow Food Charleston, a local eco-gastronomic non-profit organization.

WHAT: Slow Food Charleston has been presented with the rare honor to host the founder of the Slow Food Movement and international icon, Carlo Petrini, for one day in Charleston. Petrini, President of Slow Food International, visits Charleston for a special reception and book signing in his honor. Petrini will travel from his home in Italy to tour various cities in the US to promote his new book, *Terra Madre*. *Terra Madre* explores how to continue helping the local food movements around the world grow.

At this special reception and book signing, guests will have the opportunity to meet Petrini, purchase his book and have it signed. Hors d'oeuvres will be prepared by McCrady's chef Sean Brock, Rising Star Chef nominee by the James Beard Foundation. In keeping with the mission of Slow Food, which is to promote food that is good, clean and fair, Brock's cuisine will highlight produce and meat grown on his own local farm, Thornhill Farm in nearby McClellanville. Wine and a full bar will be available.

WHEN: Tuesday, February 23 from 4 – 6 p.m.

WHERE: McCrady's Restaurant, 2 Unity Alley, Charleston, SC 29401

HOW: \$10 for Slow Food members; \$15 for non-members; copies of *Terra Madre* will be sold for \$20. Reservations are requested for this event and may be made by e-mailing info@slowfoodcharleston.org. For more information about Slow Food Charleston, visit www.slowfoodcharleston.org. For information on interviewing Carlo Petrini, contact ByrdHouse Public Relations at 843.853.9120.

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