

PRESS RELEASE

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PR Contact: Krista Nilsen
Armanasco Public Relations, Inc.
Tel: 831.372.2259
Email: knilsen@armanasco.com

CHEF SANDRA CANELLA-RAWLS JOINS PREMIER BAY AREA CULINARY SCHOOL
The Professional Culinary Institute of the Silicon Valley Welcomes New, Renowned Chef Instructor

CAMPBELL, Calif. – October 15, 2007 – The Professional Culinary Institute of the Silicon Valley (PCI) is pleased to announce the addition of Chef Sandra Canella-Rawls to the PCI team. A graduate of Johnson & Wales University in 1998, Chef Canella-Rawls has spent the past ten years traveling the world perfecting her skills and techniques, while making her primary home in Brazil. In February 2006, Chef Canella-Rawls was a judge for an International bread baking competition in Recife, Brazil.

"We are thrilled to welcome Chef Canella-Rawls to our team," says Richard Battista, president of PCI. "I believe that her experience in the baking and pastry arts industry blended with her experience overseas will truly add to the richness and culinary diversity of our program. Additionally, Chef Canella-Rawls' experience teaching and baking in other countries has given her a true idea of world-wide culinary trends and styles that may vary from ours here, in the United States, which offers our students a well-rounded educational experience."

Working for 12 years as a pastry chef, executive pastry chef and head baker, Chef Canella-Rawls is the author of *Pao: Arte & Ciencia*, a book about breads and doughs, which was the recipient of the "The Best Bread Book of 2005" award by the Gourmand Association in Germany. Currently, Chef Canella-Rawls is working on the second edition. This award winning book captures her zeal for the baking & pastry arts.

With programs in culinary arts, baking and pastry arts, a certified sommelier program, and a hospitality management program, PCI offers small class sizes, renowned instructors, state-of-the-art equipment and facility, a required paid externship and an Artisense method of teaching that is unique to PCI. To learn more about Chef Canella-Rawls or PCI, visit www.pcilearn.com or call toll free 1-888-PCI-LEARN.

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About The Professional Culinary Institute

Founded by Chef Richard Battista in 2005, The Professional Culinary Institute of the Silicon Valley (PCI) is a premier chef-owned culinary school located in the heart of the Silicon Valley in Campbell, California. Offering full and part time programs in culinary arts, baking and pastry arts, a certified sommelier program, and a hospitality management program, PCI offers small class sizes, renowned instructors, state-of-the-art equipment and facility, a required paid externship and an Artisense method of teaching that is unique to PCI. Degrees and diplomas offered at PCI include: Diploma of Essential Professional Culinary Skills, Diploma of Essential Professional Baking and Pastry Skills, Certified Sommelier, and Associates of Occupational Science in Hospitality Management. To learn more about PCI, visit www.pcichef.com or call toll free, 1-888-PCI-LEARN.