

**MEDIA ALERT**

FOR IMMEDIATE RELEASE

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**INTERNATIONALLY CELEBRATED CHEF MARTIN YAN TO PRESENT  
COOKING DEMONSTRATION AT PROFESSIONAL CULINARY INSTITUTE**

**CAMPBELL, Calif. – March 11, 2008 –** The **Professional Culinary Institute (PCI)**, located in Campbell, California, in the heart of the Silicon Valley, will host Master Chef Martin Yan on **Wednesday, March 19, 2008 at 1:00 p.m.** Chef Yan is the host of 2,000 cooking shows worldwide, author of 26 cookbooks and a revered culinary instructor. He is the founder of Yan Can International Cooking School and a renowned restaurateur, with his Yan Can and SensAsian Restaurants offering inventive pan-Asian menus.

**WHO:** The Professional Culinary Institute

**WHAT:** **Master Chef Martin Yan** will conduct a cooking demonstration for students at PCI. Chef Yan will also tour the Institute and meet with students.

**WHEN:** **Wednesday, March 19, 2008**  
1:00 p.m.

**WHERE:** **Professional Culinary Institute**  
700 West Hamilton Avenue  
Suite 300  
Campbell, CA 95008

**EVENT DETAILS:** Event is open to PCI students and members of the media only. Media interested in attending event should contact Krista Nilsen, Armanasco Public Relations, 831.372.2259 to be placed on guest list.

**MEDIA INQUIRIES:** Krista Nilsen  
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**About the Professional Culinary Institute**

Founded by Chef Richard Battista in 2005, the Professional Culinary Institute (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 Artisan 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](http://www.pcichef.com) or call toll free, 1-888-PCI-LEARN.