

MEDIA ALERT

FOR IMMEDIATE RELEASE

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

CHEF BRUNO NEVEU TO PRESENT AT THE PROFESSIONAL CULINARY INSTITUTE

Renowned chef treats baking & pastry arts and culinary arts students to cooking demonstration April 29th and 30th

CAMPBELL, Calif. – April 25, 2008 – The **Professional Culinary Institute** (PCI), located in Campbell, California, in the heart of the Silicon Valley, will host world-renowned Chef Bruno Neveu for a culinary demonstration on Tuesday, April 29th at 11:00 a.m. and 6:00 p.m., and again for a baking and pastry demonstration on Wednesday, April 30th at 11:00 a.m. and 6:00 p.m. Born and trained in Paris, Chef Neveu has worked as a chef and educator all over the world. He has earned some of the highest recognition in the culinary field, including First Place Honor in the prestigious Auguste Escoffier competition, Master in Pastry Arts in France and Certified Culinary Educator from the American Culinary Federation. Most recently, Chef Neveu has been recognized by the esteemed Academie Culinaire de France for his years of extinguished professional endeavors.

WHO: **Chef Bruno Neveu and the Professional Culinary Institute**

WHAT: **Chef Bruno Neveu, of Paris, France,** will present a cooking demonstration to PCI's culinary arts and baking & pastry arts students.

WHEN:	Culinary Demonstration		Baking & Pastry Demonstration
	Tuesday, April 29 th	AND	Wednesday, April 30 th
	11:00 a.m. and 6:00 p.m.		11:00 a.m. and 6:00 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
Armanasco Public Relations, Inc.
Tel: 831.372.2259
Email: knilsen@armanasco.com

###

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 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.