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**HARLEM PARK TO PARK ANNOUNCES 2ND ANNUAL
HARVEST BAKE-OFF AND COOK-OFF
Call for Entries Open, September 1**

September 1, 2014 -- Harlem, NY -- Calling all Bakers and Chefs of Harlem! Harlem Park to Park announced today that entries are now being accepted for its 2nd Annual Harvest Bake-Off and Cook-Off Contests. The contest, which is part of the organization's annual Harlem Harvest Festival taking place on Saturday, October 11, is a juried competition featuring original creations by Harlem residents. The competitions are wonderful business opportunities for talented cooks and bakers to show off their talent. Last year's Bake-Off winner, Jean Chatman, owner of Chatman J Cakes, successfully sold her winning Zucchini Bread to Harlem Shake, where it continues to be carried today along with her Apple pie, Sweet potato pie, Sweet potato cheesecake and Red velvet cake.

The contest has both children (ages 8 to 18) and adult categories. The theme is "Fall Harvest," and adult categories include Best Pie, Best Cake, Best Cookies/Brownies, and Best Rum Dessert, a special category sponsored by Harlem's La Bodega 47 Social Club, known for its extensive collection of rums. Children are invited to submit cupcakes.

The bake-off will feature 2 rounds of screening, including an initial round based on review of written recipes and submitted images, a second round with judges tasting the actual desserts and offering mentoring advice, and a final round with finalists bringing their creations to the festival for the judges and festival goers to sample and vote on.

The Bake-Off is sponsored by Make My Cake, Whole Foods Market, 67 Orange Street and La Bodega 47 Social Club. Prizes include an opportunity to have the winning desserts featured weekly at Make My Cake during the month of November; as well as on the menu at 67 Orange Street. The rum dessert winner will win a debut event to be held at La Bodega and menu placement for the item.

For the Cook-Off, sponsored by Harlem Park to Park, Whole Foods Market, Sylvia's Restaurant, Melba's Restaurant, HCDC and City College of New York Continuing & Professional Studies, contestants are invited to create a healthy dish of their choice (vegetarian or meat) and a healthy side dish. The 3 judging phases are the same as the bake-off. Winners will receive cash prizes and dinners to both Melba's and Sylvia's restaurants, among other prizes.

In addition, the cook-off winners will have the opportunity to take a free Food Management Course at City College of New York Continuing & Professional Studies as part of the Harlem Ambassador Culinary Training Initiative. The program is part of a partnership with Harlem Park to Park, The Harlem Community Development Corporation and City College of New York Continuing & Professional Studies designed to support culinary training and development for Harlem's hospitality community.



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Cook-off, Bake-off/Page 2

“Our mission at Harlem Park to Park is to create platforms that help our wealth of unique and exceptional small businesses better market themselves to the larger community,” said Harlem Park to Park Executive Director, Nikoa Evans-Hendricks. “The Harvest Bake-Off is one example of how we can showcase a talented baker from the Harlem community and provide him or her with an immediate wholesale business opportunity from within our impressive network of culinary businesses.” “While, with the cook-off, we are able to leverage our strategic community partnerships to offer training and development to our aspiring chef talents,” she added.

All initial entries are due by September 15. For complete rules and entry forms, go to www.harlemsalive.com/harlemharvest.

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About Harlem Park to Park

Harlem Park to Park (HP2P) is a network of entrepreneurs committed to community development and sustainability for small businesses in Central Harlem, the hub for NYC’s premiere dining, shopping and nightlife destinations north of 110th Street. Formed in September 2009, HP2P’s membership is comprised of more than 80 premiere businesses located within the geographic area of Central Park North to 135th street and Morningside Park to Marcus Garvey Park. Its mission is to encourage commerce that successfully sustains small businesses; promotes the community and culture of the Village of Harlem and celebrates the neighborhood’s historic CHARM.

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