



MEDIA RELEASE

14th April 2008

FOR IMMEDIATE RELEASE

COOKING WITH A CONSCIOUS

‘The Conscious Cook’ explores the connection between Food and Sustainability

Available May 2nd in all good book stores, ‘The Conscious Cook’ explores the connection between food and sustainability. 50 eclectic and delicious recipes provide a platform to discuss simple ways that we can change our behaviour in the kitchen and reduce our environmental footprint through our food choices.

The recipes explore the ‘costs to the earth’ when choosing and cooking meals. Issues such as ‘Food miles’ – transportation moving foods over great distances; energy and water usage; fossil fuels in food production; carbon emissions; environmental degradation; harvesting, processing, packaging and waste management are discussed.

Facts such as the use of oil in the manufacture of plastic bags and fertilisers, and the water content in the production of food provide a backdrop to the global sustainability emergency the world faces today.

The book helps the reader understand the consequences of their choices on their health and the health of the planet by providing the reader with the information for them to make their own choices on how to live more sustainably.

The Conscious Cook is the result of a 2 ½ year ‘labour of love’ by Melbourne born social and environmental activist Giselle Wilkinson. “The groundwork for sustainable living has been underway for decades and much has been achieved, “ said Ms Wilkinson.

“I firmly believe that we are poised for a ‘tipping point’ and that with timely and meaningful action now, it can occur in time to avoid the runaway global warming catastrophe we can now see on our horizons.”

Ms Wilkinson said, “The appropriate way to respond to an emergency is to take urgent action and that with The Conscious Cook is all about – simple ways to make a difference.”

The Conscious Cook is available now for purchase online at www.consciouscook.org for \$34.95. The book will be launched May 29th at Tjanabi restaurant, Federation Square, Melbourne. RSVP's required by May 23rd, as places are limited. Email admin@brolgapublishing.com.au or call 03 9662 2633 to reserve a place.

MEDIA CONTACT

Marian Gruber
ZOOiD Strategic Marketing and Communications
0409 661 334
mgruber@zoid.com.au

PUBLISHER & LAUNCH CONTACT

Imogen Stubbs
Brolga Publishing
03 9662 2633
admin@brolgapublishing.com.au