

News Release
For Immediate Release

"Slow Movement" Comes to Canada: slow food, slow sex, slow cities Doing less could lengthen your life...why not do it slower as well?

Toronto, ON -- Today we are all looking for balance in our lives. Feeling over-worked, over-stimulated, over-spent and with no time to relax, has forced us to reconsider the way they are living and eating. Studies show that people want more quality time with family and friends; they want to eat more healthy; and they want more leisure time.

In Italy there is a movement towards slow sex, slow cities and slow food -- and it's making it's way throughout North America...slowly of course. Inspired by the philosophy of the pleasure of wine, food and conviviality, the movement led by Carlo Petrini, is dedicated to promoting stewardship of the land and ecologically sound food production; reviving the kitchen and the table as the centre of pleasure, culture, and community; creating an ecologically-oriented globalization; and living a slower and more harmonious rhythm of life. The Italian association was founded in 1986 and its birth was celebrated in Barolo in the Langhe district in the province of Cuneo. The international movement was founded in Paris in 1989.

"To be a part of this slow movement, one doesn't have to move away from the city, move through life like a turtle or debunk technology", says Sue Kenney, Masters Rowing Champion and author of Sue Kenney's *My Camino*. "Rather it's about finding the true balance between fast and slow. Foods that are cooked slowly, such as home made soup or risotto, are prepared with basic natural healthy ingredients. Preparing and eating food slowly provides quality time to spend with families and friends."

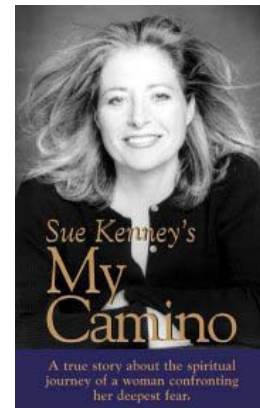
Living the slow life with food as the focus is as rewarding as it is easy, and it can be done daily by each one of us. Living the slow life can also be done with others, because part of the pleasure of the Slow Food movement is in sharing.

"There was no balance in my life", adds Kenney. "I went into work and they told me my job was redundant. I was walked out the side door. Five weeks later, I decided to go for a long walk covering 780 kilometers on a medieval pilgrimage route called the Camino de Santiago de Compostela across the north of Spain. Walking alone in the winter on the Camino, my life slowed down to a pace of 4 kilometers an hour. Life was simple and slow."

On her journey Kenney would often arrive at a village during siesta to find the window shutters closed because people still spend this time of day resting. Everything slows down or closes down. Carefully, she would unpack the treasured food she was carrying. The strong smell of Chorizo, a Spanish sausage cured so that it would last months, even years, filled her nostrils. She wondered how much time it took to make this local delicacy? Wrapped in brown paper, she knew it wasn't mass produced in a plant; it was hand made in the village, with the help many generations. At the market earlier that day, she bought home made sheep cheese that was obviously prepared with patience and care following an old family recipe. She took out a stick of bread to eat with the meat and cheese, knowing it was made fresh that morning from dough that had been patiently kneaded by hand and then left to rise before it was baked slowly, in a fire heated stone oven. In total, the entire meal would have taken many hours, if not days to make and it would have been done slowly.

"Obviously, not many of us can make our own food this way. But everyday can be enriched by doing something slow", continues Kenney. "Linger over a glass of wine and cheese with friends or decide to eat sitting down instead of driving or standing up."

Slow Food has grown into a large-scale international movement, with over 60,000 members in five continents (about half in Italy) including 6 Canadian Provinces.



TIPS FOR INTEGRATING THE SLOW MOVEMENT IN YOUR OWN LIFE:

- Visit a local farmers' market
- Invite a friend over to share a slow meal
- Create and distribute tour maps of local farms in your area
- Create a new food memory for a child! Let them plant seeds or pick greens for a meal.
- Start a kitchen garden on your windowsill with sprouts
- Learn your local food history! Find a food that is celebrated as being best grown/produced in your part of the country

ABOUT SUE KENNEY

Sue Kenney's purpose in life is to inspire people to think differently. She is a professional inspirational speaker, author, entrepreneur, pilgrim and recording artist. Her book Sue Kenney's My Camino has sold over 3,000 copies in Canada. Sue is a 2001 FISA World Masters Rowing Championships Canadian Gold Medal Champion and Two time silver medalist Canadian Indoor Rowing Championships. Sue now resides just outside of Orillia, Ontario. Visit www.suekenney.com.

ABOUT SLOW FOOD.com

Slow Food's main offices, situated in Bra (Cuneo), a small town in southern Piedmont, employ about 100 people. They are the hub of a close-knit network of local grassroots offices in Italy and abroad, the so-called convivia, which promote the movement by staging events, debates and other initiatives.

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