



**JUNIOR LEAGUE OF
GREATER FORT LAUDERDALE**
Women building better communities

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FOR IMMEDIATE RELEASE

Contact:

Allison Brusher (954) 821-6805

Christie Caliendo (954) 873-9377

MEDIA ADVISORY

**The Junior League of Greater Fort Lauderdale Launches Third Cookbook
*Launch Party Planned for Grand Debut of Paradise Served***

(Broward County)-- The Junior League of Greater Fort Lauderdale launches its third cookbook this holiday season. The cookbook, titled *Paradise Served – South Florida's Culinary Destination*, is about to make its grand debut at its launch event on Friday, Nov. 14, 2008, from 6 p.m. to 9 p.m. at the historic Maxwell Room in downtown Fort Lauderdale. The cost of the event is \$75.

"We are so excited to launch the third in one has become a great cookbook series for our League," said Tara McGinn, president. "Not only is this a valuable fundraiser for us, but it is a community tradition that has been treasured for many decades."

Included in ticket purchase are samples from premier recipes in the book, a signature cocktail, entertainment, a silent auction, a swag bag with a copy of *Paradise Served* and other surprises. The book will also be available for purchase at the party. Proceeds from ticket and cookbook sales benefit the Junior League of Greater Fort Lauderdale and its legacy projects.

WHO: Junior League of Greater Fort Lauderdale

WHAT: Launch party for third cookbook *Paradise Served – South Florida's Culinary Destination*

WHEN: Friday, November 14, 2008, 6 p.m. to 9 p.m.

WHERE: Maxwell Room, 10 South New River Drive, Fort Lauderdale, FL 33301, (954) 463-6630

INTERVIEW AND PHOTO OPPORTUNITIES:

- Interviews are available at the launch party by appointment.
- Interviews are available prior to the launch party upon request.
- We would be delighted to prepare live on-air a recipe from the cookbook, which can be a holiday-themed recipe.
- Media photographers are invited to photograph the launch party at the Maxwell Room.
- The Maxwell Room will be transformed with fabrics, lights and palm trees into a paradise chic oasis attended by over 200 people.

ADDITIONAL INFORMATION:

- *Paradise Served* is brimming with more than 200 local recipes from celebrity chefs, notable VIPs and hip housewives.
- The cookbook contains food photography taken in South Florida's natural landscape as well as glimpses into South Florida's history and culture.
- The Junior League of Greater Fort Lauderdale launched its first cookbook, *Sunny Side Up*, in 1980 followed by its second cookbook, *Made in the Shade*, in 1996 (first edition) and 1998 (second edition). *Made in the Shade* is the official cookbook of Fort Lauderdale.

The Junior League of Fort Lauderdale, Inc is an organization committed to promoting voluntarism, developing the potential of women, and improving the community through the effective action and leadership of trained volunteers. Its purpose is exclusively educational and charitable. For more information on the Junior League of Greater Fort Lauderdale, visit www.juniorleagueftl.org.

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