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BRAVO'S NEW HIT REALITY SERIES, "TOP CHEF" FEATURES EPISODE WITH THE JUNIOR LEAGUE OF OAKLAND-EAST BAY, INC.***TUNE IN AT 10 P.M. (PT) WEDNESDAY, MARCH 28TH TO GET THE DISH***

LAFAYETTE, CA – March 22, 2006 – The Junior League of Oakland-East Bay, Inc. (JLOEB) today announced it will appear on an upcoming episode of Bravo's new hit reality show, "Top Chef." The hour-long show is scheduled to air March 28, and will challenge competing chefs' culinary skills in front of an audience of Junior League members.

"The art of cooking and sharing recipes has long been a part of the Junior League heritage and 'Top Chef' allows the Junior League, several of the finest restaurants, and some of the world's most celebrated culinary masters to showcase the Bay Area's expertise and innovation in cuisine," said Leslie Bates, President 2005-2006, JLOEB. "We were thrilled to participate; however, as we are not at liberty to disclose the secret ingredients of our involvement in 'Top Chef,' we encourage viewers with an appetite for the inner workings of the culinary world to tune in to discover the creative tasks competitors had to complete for League members."

Shot on location in San Francisco and the Bay Area, "Top Chef" is executive produced by Dan Cutforth and Jane Lipsitz of Magical Elves, who also produced "Project Runway" and "Project Greenlight" for Bravo. The innovative show features 12 rising chefs who head to San Francisco for their shot at culinary stardom and the chance to earn the prestigious title of "Top Chef." The ten-episode, one-hour series airs Wednesdays at 10:00 p.m. on Bravo.

Culinary Arts – A Junior League Tradition

The art of cooking and sharing recipes has long been a part of Junior League heritage. Since the 1950s, Junior Leagues across the country have published collections of their favorite regional recipes to raise funds for local community development. Not only have these award-winning, family-style cookbooks defined what we now call "comfort food," they have also raised tens of millions of dollars in charitable contributions to fund programs ranging from shelters for runaway youth, homeless families, and battered spouses to literacy programs for disadvantaged youth to organ donation to historical preservation to the promotion of voluntarism itself.

It is no surprise that Bravo selected the San Francisco Bay Area as the focal point of "Top Chef." Northern California has been called "a hotbed of original and passionate culinary enterprise" by *Gourmet* magazine, and San Francisco is recognized throughout the world as a culinary mecca. Adding to the culinary landscape is the Junior League of Oakland-East Bay, Inc.'s *California Fresh Harvest: A Seasonal Journey through Northern California*. Published in June 2001, *California Fresh Harvest* (\$26.95 + tax) is an award-winning cookbook, arranged by seasons, which features 185 recipes, each highlighting ingredients produced in Northern California. With a forward by internationally known chef, Alice Waters of Chez Panisse, and family winemaker, Gina Gallo of Gallo of Sonoma, the book offers readers a true reflection of the breadth and depth of the local cuisine, which is incredibly rich and diverse. To order, call (925) 284-3740 or visit <http://www.cafresh.com/>.

Junior Leagues' Kids in the Kitchen

Ever since the Junior League of Minneapolis raised more than \$3,000 with its very first cookbook in 1943-44, Junior League members have been heading to the kitchen to raise money for important community initiatives. And, this tradition continues on in the East Bay Area of Northern California where the JLOEB is working together with experts in the culinary, nutrition and medical fields to share information with children and parents, and the community at large, about the basics of healthy cooking, snacking and nutrition.

Together with the Association of Junior Leagues International Inc. and more than 225 sister Leagues in four

countries, the Junior League of Oakland-East Bay, Inc. is participating in an exciting new initiative for April's National Volunteer Week **called Junior Leagues' Kids in the Kitchen**. The League-wide initiative, supported by the ADA, USDA and *Bon Appetit* magazine, is designed to create an impact in our communities around issues of growing importance – childhood obesity and poor nutrition. To learn more about the national campaign, visit <http://kidsinthekitchen.ajli.org/>. To learn more about JLOEB's initiative featuring well-known chefs including Victor Scargle, Executive Chef of Julia's Kitchen at COPIA (Napa, CA), and Rob Lam Executive Chef/Owner Butterfly Restaurant (San Francisco, CA), visit us at <http://www.jloeb.org/> or www.jloeb.org/kidsinthekitchen.htm.

Top Chef

Hosted by Katie Lee Joel, "Top Chef" offers a fascinating window into the competitive, pressure-filled environment of world-class cookery and the restaurant business. Tom Colicchio, one of the culinary world's most celebrated figures and co-owner of New York City's Gramercy Tavern and Craft Restaurants, serves as mentor to the competing chefs. Food expert Gail Simmons from *Food & Wine* magazine serves as a regular judge for the series, and each week some of the food world's most prominent talents will guest judge. The winning chef will receive \$100,000 in seed money to help encourage their culinary career, be featured in *Food & Wine* magazine, appear at the *Food & Wine* Classic in Aspen in June 2006, and most importantly, earn the prestigious title of "Top Chef." For more information and to check local listings in your area, visit: http://nbcumv.com/bravo/program_detail.nbc/topchef.html.

About Bravo

Bravo is the cable network that plugs people into arts, entertainment, and pop culture with original programming, acclaimed off-network dramas, comedy and music specials, movies and by showing a whole different side of celebrities. Currently available in more than 80 million homes, Bravo is known for breaking exciting new personalities, shaking up the way we look at style, media, fame and Hollywood, pulling back the curtain on the creative process, and making influential and inventive original programming. Its critically acclaimed and award-winning original programming includes "Inside the Actors Studio," "Project Runway," "Celebrity Poker Showdown," and "Blow Out" as well as the 2004 Emmy winner for Outstanding Reality Program, "Queer Eye." The network's latest hits include "Being Bobby Brown" and "Kathy Griffin: My Life on the D-List."

Junior League of Oakland-East Bay, Inc.

Women Building Better Communities – The Junior League of Oakland-East Bay, Inc. is an organization of women committed to promoting voluntarism, developing the potential of women, and improving communities through the effective action and leadership of trained volunteers. The JLOEB offers women the opportunity to implement change in the community in three major ways: projects, grants and outreach. The common thread in the JLOEB community work is the League's dedicated mission focusing on *Children at Risk*. Its purpose is exclusively educational and charitable. To learn more, support League projects or become a member, please visit our website at www.jloeb.org.

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