



Media Advisory  
12 July 2011

### **Provincial Bike Tour Eats Locally In Humboldt**

When GASP kicks off in Humboldt on Sunday, July 17, Chef Jennifer Willems will be providing a hearty send-off. She'll be serving a Saskatchewan-themed breakfast for the 40 cyclists participating in the six-day tour of east central Saskatchewan.

Chef Jenni is proprietor of the New Ground Café in Birch Hills. She will be serving local foods produced by members of the North East Food Producers Inc. and other area farmers. As a champion of the local bounty, Chef Jenni was chosen to attend Slow Food's Terra Madre food symposium in Turin, Italy, in 2008 and, in 2011, was named a Top Foodie Under 40 by Western Living magazine.

The Great Annual Saskatchewan Pedal (GASP) has dubbed its 2011 tour the "Golden Ocean" for the vast fields of canola and mustard along the 600-km rural route. So, it's appropriate the participants should begin their journey with a healthy Saskatchewan breakfast.

**Where: Humboldt and District Historic Park**

**When: 7:30 am, Sunday, July 17**

The GASP tour wraps up in Wakaw on Friday, July 22, with a local supper prepared by Chef Moe Mathieu, culinary instructor at SIAST, and Chef Jody Lyons, Executive Chef of Cava Caffè in Saskatoon. These two meals are being organized by Local Bounty – The Farmer Chef Connection – dedicated to connecting Saskatchewan chefs with local food producers.

Members of the media are invited to attend the breakfast and report on GASP 2011. Please show up and ask for Bob Cochran, GASP Tour Rep, or Connie Achtymichuk of Local Bounty.

For more information about Local Bounty:  
Ramesh Mahabir, President  
Local Bounty  
306-934-2406

For more information about GASP:  
Denise Eberle, Executive Director  
Saskatchewan Cycling Association  
306-780-9299

The full GASP 2011 itinerary can be found at [www.saskcycling.ca/GASP/gasp.html](http://www.saskcycling.ca/GASP/gasp.html).