



Media Program



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Table of Contents

What is "Cooking For Kids ?"2

Introducing the Host3

Causes and Positive Effects4

The Production Company5

Marketing Information6-7

Sponsorship Packages and
Contact Information.....8



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What is Cooking For Kids ?

The Road Show

Cooking for Kids is a new brand of high energy and entertaining cooking show. It's geared towards the education and enjoyment of the whole family, not just the culinary artist or the homemaker with hours to lavish upon meals. The original concept for this program was developed by its host Mike Russo, who firmly believes that food, in both preparation and consumption, has the power to bring families closer together. But Cooking for Kids is not just for the kids participating in the program. The staple direction of this show, which differentiates it from all the rest, is that Cooking for Kids donates as much of it's proceeds as possible to local and national children's organizations and charities. Cooking for Kids is a program committed to building stronger families, while building stronger communities.

"I love to cook, entertain people, and give workshops for radio and television, so why not combine these passions to bring families together to have fun, and all for charity?"

- Mike Russo





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Ladies and Gentleman... Mike Russo



From a young age, Mike Russo demonstrated an intense interest in cooking. Whether helping mom out with the nightly meal or working in the restaurant of a family friend, Mike always seemed to end up in the kitchen. Through the years, Mike eventually learned about all aspects of the food and restaurant industry. He was expected to tend bar, learn to cater and even oversee a fleet of coffee delivery trucks which transported the beverage to local businesses and construction sites throughout the area.

"Even before it was done, I did it all!"

Mike had to adapt to even more diverse business situations as he took on additional jobs to lovingly support his children as a single parent. He often found himself coordinating charity events, and even placing himself and his culinary services up for auction. His amazing success at this earned him serious local attention in culinary rich Saratoga Springs, NY, at which point he found the Cooking for Kids program a natural direction for the future.

"Whether you're eating in or dining out, whether you're with friends, family or just by yourself, you can always have fun with food."





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Causes and Positive Effects

(What happens when the right things come together)

Image

Cooking for Kids is at present a road show, which travels to various locations across the country in order to raise money for children's charities. This professionally produced program, described as "over the top", is fully furnished with cabinetry, functional appliances and a family kitchen-style backdrop. Designed to have the look of a large staging event, Cooking for Kids regularly features various local and national chefs, celebrities and entertainers. This energetic and exciting combination of talent emphasizes the ease of cooking delicious foods, while still having a blast in the kitchen.

Expenses and Fundraising

Production and travel costs are covered through generous sponsorships. These businesses, organizations and individuals agree with the strong family and community based values that Cooking for Kids is trying to promote. Production expenses vary based on the needs of certain charities and the venue selected for the program. Money for the charity is raised through additional sponsorships and ticket sales. Cooking for Kids works closely with the designated charities to ensure all needs are addressed throughout all stages of the production.





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Production Company

Media 1 Communications is a comprehensive, full-service media agency. Our unique combination of marketers, designers, writers, technicians and coordinators make up a total communications team. The MIC group combines years of experience with fresh ideas and attitudes for each project, great or small.



We achieve remarkable results by becoming a virtual extension of our clients, in order to facilitate any need they have in the process of delivering their intended message. The communication of that message and shaping the public's reaction to it, is something we take great pride in making our priority... and we believe that to be the full measurement of an agency's success.

A flexible team, MIC can facilitate a project of virtually any size, by utilizing a vast array of resources available to us, including:

Marketing
Branding Campaigns

Project Coordination/
Creative Development

Video/Film/Multimedia
Broadcast Video Production
Animation
DVD Authoring
CD Programming
Audio Production
PowerPoint Presentations

Staging Events
Large or Small Productions
Business meetings

Web Design
Creative Development
Web Design
Video & Audio Streaming
Live feeds

Graphic Design
Logo Development
Package design
Presentation Design
Brochures
Collateral material
Illustration

Printing/ PreFlight



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Marketing Information

Cooking for Kids has already been established as a program with values that's also full of entertainment-- a highly unique combination in today's world. For your organization, Cooking for Kids is a wonderful way to invest money for both business and charitable reasons. Why not have your name associated with such a wonderful cause, while also reaching target audiences?

Not only does this program donate large amounts of proceeds to children's charities, but it also makes a nutritional commitment as well. Mike Russo has spent hours conversing with nutritionists, in order to better understand and combat childhood obesity. Childhood obesity is a growing trend that can lead to a greater risk of heart disease, diabetes, stroke and certain Cancers. Mike has learned that Cooking for Kids can make a difference. By addressing these issues within the context of the show and providing safe, fun and, alternative ways of cooking healthy. All within an upbeat, entertaining environment, with celebrity guests and amazing talent.





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Marketing Information (con't)

Associating with Cooking for Kids means that your company has the opportunity to be apart of an expansive advertising force already in motion. Investors will have access to the Cooking for Kids brand to use in association with their own company signage. Plus the heavy print and electronic exposure through press coverage, product placement, and other on camera mentionings.

Also in the works is "The Heat is On". An extension television show to the Cooking for Kids project. Essentially, Mike Russo's vision progresses as he brings together a broader resolution of fun, entertainment and, expertise instead of the ordinary cooking show.



The growing size of audiences nationwide now watching cooking shows on television, or making a pilgrimage to see live tapings of shows such as Essence of Emerile, is staggering. According to the Nielsen rating system, The Food Network is the second fastest growing cable network nationwide. The demand for such types of programs has over 78 million people subscribing to cable systems which carry the network, which launched in 1993. That is a tremendous viewership with excellent marketing potential. And since the average watcher of the Food Network is an educated, upper income level-earning individual between 18-45, your message will resound at the Cooking for Kids road show with similarly patterned audiences with equal economic strength and purchasing power.



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Sponsorship Packages and Contact Information

By investing in Cooking for Kids, not only are you investing in a high profile media vehicle which will advertise for your organization, but you're literally investing in the future of the country. Right now, Cooking for Kids is only in its formative stages, and yet the success has been tremendous and future possibilities are endless. By joining Cooking for Kids, and standing up with it's important messages now; you are making a statement to the greater community about your values, and forging a strong partnership for the future.

Obviously, pricing can vary greatly depending on a host of variables, including the desired media to be implemented, the desired level of complexity, and finally the size of the audience/venue being staged.

If you are interested in purchasing a media package or donating funds that will benefit hundreds of children, please contact:



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