



CONTACT: Kitchen Connection
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New York, NY (April 25, 2017) --- Kitchen Connection Celebrates Israel and Palestine

Last night, New Yorkers came together to learn how to make a Shakshouka on KitchenConnection.org with one Israeli and one Palestinian cook, each who made two versions of the same dish. The platform, which connects foodies around the world through live video sessions, aims to fight global hunger with contributions to its partner, Action Against Hunger® and the Whole Planet Foundation®.

At the event, which took place at New York University, the participants watched a live representation of the online cooking classes and were able to sample two variations of shakshouka. Food was the vehicle to more insightful conversation around the conflict, which was addressed from both sides.

The fair trade olive oil company, Sindyanna of Galilee, which houses its olive oils at Kalustyans and Whole Foods Market® in New York City, sponsored the event. Sindyanna of Galilee is a female-led non-profit that actively promotes the concepts of “business for peace” and Fair Trade in Israel. They achieve this by selling Arab producers’ olive oil and other premium products in the international marketplace according to Fair Trade principles, and then channeling all of the profits back into Arab women education. Their participation furthered the collaborative mission of the event.

Whole Foods Market® partners with Kitchen Connection to host their cooking classes in their stores, which focus on one country each month. Whole Foods Market® supplied the ingredients for the event, which is the first of many intercultural, international dialogues that the organization hopes to continue. Lucia Albero, Metro Marketing Team Leader at Whole Foods Market® said: “The event is amazing! I love how Kitchen Connection has this way of pulling everyone together and highlighting people's beautiful traditions.”

The founder of the platform, Earlene Cruz, thought of recreating her last meal in Ghana upon her return home, but with little knowledge of the ingredients required, and the belief that she would not be back in Ghana, she thought of having an interactive video cooking class session, led by her host Ghanaian host family. This led to the creation of Kitchen Connection and her pursuit of an MA in Food Studies and Social Entrepreneurship from New York University. She is a James Beard Scholar and youth representative to the United Nations where she works to change the discourse on refugees through the Together campaign. In the

coming months, the goal is to continue to work on representing countries like Israel and Palestine, but also to introduce underrepresented and misrepresented communities, refugees, and displaced peoples. These are individuals whose voice Kitchen Connection will expose through their respective food cultures, in support of the United Nations sustainable development goals.

About Kitchen Connection --“Where Food Links the World” — Kitchen Connection is an online foodie social network where chefs and lay food lovers can teach online and interactive cooking classes. The hosts of the classes (connections) can be paid, or choose to donate some or all of the funds from the class to our partner charity, Action Against Hunger and most recently, Whole Food's Whole Planet Foundation.

Connection: An Online Interactive Cooking Class with a Chef or Homecook Anywhere in the World, Right From Your Kitchen

“I’m eating – you’re eating – and because we’re eating together, someone else is eating too”

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For more information on Kitchen Connection, high-resolution photos, or to request a media attendance at a virtual class, contact Kitchen Connection at (917) 284-8749 or Carly Magnotta, contact@kitchenconnection.org