



**Australian Chicken Meat
Federation (ACMF) Inc**

3rd September 2008

MEDIA RELEASE

**AUSTRALIAN CHICKEN MEAT FEDERATION A SPONSOR AT PRESTIGIOUS
FOOD MEDIA CLUB AWARDS 2008**

For the first time ever the **Australian Chicken Meat Federation (ACMF)** will be participating at this year's awards sponsoring the category of **Best Recipe Book** over \$36.

The biennial *Australian Food Media Club Awards* is to be held on Saturday 27 September 2008, this black-tie gala dinner is a much-anticipated industry event and the awards highly prized as the country's premier acknowledgement of supreme achievement in the Australian food media.

In the words of Dr Andreas Dubs, Executive Director of ACMF, "Australians have a great love affair with chicken. It is Australia's most popular meat and plays a significant role in the Australian diet with over 30 per cent of Australians eating chicken at least three times a week. To support this great Australian industry, ACMF is continually driving awareness and educational initiatives to the consumer as well as liaising with the food media to keep them up to date with the latest developments and trends in the chicken meat industry."

"When the opportunity came to be part of the Food Media Club Awards, ACMF felt it was particularly relevant as the Food Media Club Australia (FMCA) is an association of food professionals who have expertise in diverse food-related areas and brings people together who have a common love for food", said Dr Dubs.

If you regard yourself as culinary aficionado or just a self-confessed foodie and would like to attend on the night, fret not! At this year's event the public's vote will also be announced for the best food communicator in the land with a new **Lifestyle FOOD Channel People's Choice Award**.

To attend the Food Media Club Awards go to:
www.foodmediclub.com.au/afma_2008/book_tickets.php

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For more information or to arrange an interview with Andreas Dubs please call: -

Dr Andreas Dubs Executive Director Australian Chicken Meat Federation Inc. M: 0432 925 933 www.chicken.org.au	Ms Emma Norgrove Reed Weir Communications Pty Ltd T: (02) 9436 2088 E: emma@reedweir.com
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