

"Cook a Meal for Your Family Contest" to accept entries from tomorrow (with photo)

The following is issued on behalf of the Family Council:

"Hey Mom, I want to eat ... tonight"; "Grandma, what have we got for dinner?"; "Dad, I won't be back for dinner tonight." Do these remarks sound familiar?

However, have you ever said: "Mom, how about I cook for you today?"

Some members of the family cook tirelessly for us every day to give us a home sweet home. You can also cook for them to show your love. While you cook for your family, why not capture the moment with photos or video clips and enter the "Cook a Meal for Your Family Contest" to express your love and win prizes to share with your loved ones?

Organised by the Family Council and co-organised by Television Broadcast Ltd., the contest aims to encourage people to forge close and harmonious relationships with their families and promote family core values - love and care, responsibility and respect, and communication and harmony.

The contest will accept entries from tomorrow (December 20). Participants have to prepare a dish for family members, and upload the recipe together with photos or video clips capturing the cooking moments and a short "love note" (50 to 100 words) for their family members onto the event website (feature.tvb.com/yummyfamily). The closing date for submission is January 15, 2011.

As there is no restriction on the ingredients and dishes, participants can make good use of their creativity. There is also no age limit for participation, and every family can send one to four members to take part in the contest and share the fun of cooking.

After an initial screening, 20 participating units will be invited to the semi-final to give a cooking demonstration. Entries from 10 participating units will then be selected for public voting.

After public voting, the three participating units with the highest combined scores will enter the final contest to prepare their dishes on a

TV programme. The winning entry will be selected based on criteria including the expression of love to the family, presentation, as well as color, aroma, and taste.

The Champion, first runner-up and second runner-up will be awarded \$8,000, \$5,000 and \$3,000 supermarket vouchers respectively, while participating units shortlisted for online voting and other semi-finalists will receive \$1,000 and \$200 vouchers respectively. Members of the public who vote online will also have chance to win a \$100 voucher.

For details and terms and conditions of the contest, please visit feature.tvb.com/yummyfamily.

Ends/Sunday, December 19, 2010

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