

Premier takes over wine and cheese show

Premier Consumer Shows — a division of Metroland Printing Publishing and Distribution Ltd., owner of The Champion — has announced the acquisition of the Toronto Wine and Cheese Show, the largest show of its kind in Canada.

Cathryn Oliver, general manager of Premier Consumer Shows, said the addition of the Wine and Cheese Show is a perfect complement to its other large scale consumer events, which include the Toronto Star National Bridal Shows, the Toronto Star Golf and Travel Show and the Toronto Star Travel and Leisure Shows.

"We are excited about taking this show to the next level," said Ms Oliver. "Our extensive consumer advertising initiatives and relationships with key media partners which have developed through our other shows, including the Toronto Star and Metroland community newspapers, will ensure success."

The Toronto Wine and Cheese Show features award-winning wines from all over the world, as well as forthcoming vintages, beers, single malt whiskies, gourmet cuisine, seminars and wine and beer competitions. The show attracts more than 33,000 attendees and 3,500 trade representatives.

The management team of Marti Milks and Brad Dean, who currently manage existing Premier shows, are in charge of ensuring the success of the Toronto Wine and Cheese Show.

"Marti and Brad are extremely well-regarded in the consumer show industry," said Ms Oliver. "Both are dynamic, creative individuals who are highly motivated to produce events that satisfy sponsors, exhibitors and attendees."

Former owner of the Wine and Cheese Show, Meteor Shows Inc. President Ralph Weil, said he's confident in Premier's ability to organize a successful exhibition.

"Premier Consumer Shows is a first-class company and I felt very comfortable with them," said Mr. Weil. "I know that they will honour the history of the show, yet with all their years and areas of expertise will bring a different perspective to the show. I wish them every success."

Mr. Weil was the primary organizer of the show since its inception and said the

show was getting too big to be a one-man show.

"It needed a bigger team who would be devoted to different areas of the show, to further grow the show," he said.

The 23rd Toronto Wine and Cheese Show will take place in March, 2006 at the International Centre.

For more information on the 2006 Toronto Wine and Cheese Show, call Premier Consumer Shows at (905) 815-0017.

Casino night to help ill trucker

The Ontario New England Express (ONEE) trucking company encourages the community to come out and gamble their cares away for a good cause.

ONEE will hold a fundraising casino night August 27 at the Royal Canadian Legion on Charles Street from 4 to 9 p.m.

The event is being held to raise funds for Chester Kawka, a driver with the company who has been off work for more than two

months fighting leukemia.

"Because he's an independent owner/operator, he can't collect WSIB or disability," said co-worker Susan Brochu. "He's part of our family, and we want to help his family."

Truck payments for an independent operator are around \$2,000 a month, and Mr. Kawka could risk losing his truck if he's unable to work. Ms. Brochu said they didn't want him to fall

behind financially because of his illness.

Admission is free, and events will include crown and anchor, golfing games, raffles for Texas mickies, a cash bar and more.

ONEE is also looking for prize contributions and items to raffle off, and welcomes donations of any denomination. *

For more information on the event or prize donations, contact Susan or Lisa at (905) 876-3996.

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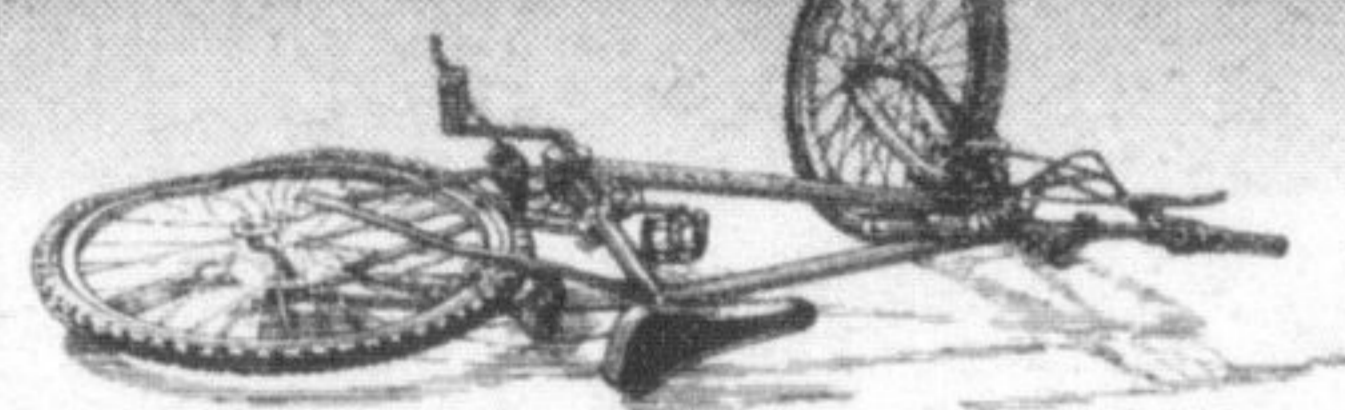
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