

FOR IMMEDIATE RELEASE
NEWS RELEASE
March 13, 2010

CONTACT:
Beverly Lenihan
408.981.6066
bev@reerresults.com

Cupertino Library Foundation Hosts March 20 Event for Cupertino residents in conjunction with Silicon Valley Reads

Winners of the Cupertino essay contest totaling \$1,600 in prizes will be announced and presented with their winnings at the March 20th celebration of 2010 Silicon Valley Reads to be held this Saturday from 1:30-3:30PM at Cupertino Community Hall. The public is invited and encouraged to attend this no-cost event.

Cupertino adults and high school students were asked to write about the ‘real food’ themes of the Silicon Valley Reads 2010 book selection, *In Defense of Food*, by nationally known author, Michael Pollan. He was also a contributor to the book and film, *Food Inc.*, which has gained national acclaim as well.

Saturday’s program will be led off with a presentation by David Mas Masumoto, local organic peach and grape farmer and noted author of five books, including: *Heirlooms*, *Letters to the Valley*; *Four Seasons in Five Senses*; *Harvest Son*; *Epitaph for a Peach*; and his most recent book, *Wisdom of the Last Farmer*. Mas commented, “Our local communities can influence a healthy society. By encouraging community and family gardens, and preparing what nature provides, we can make a difference for young and old alike.”

Masumoto will also lead a panel discussion based on Pollan’s book. The panelists include Hema Alur-Kundargi, a native of Pune, India and cooking-enthusiast who has written for local and national media, and had her own local TV cooking show; and Dorothy Terrill, registered dietitian with an MS in Nutrition from UC Berkeley. Dorothy has also taught, and written for the local and national media, in addition to her private consultation business.

Sponsored by the Cupertino Library Foundation, cash awards for the essay contest will be given: \$500 to the top entry for each adult and teen, and \$300 each to second place adult and teen winner. The contest was open to adults who live or work in Cupertino and teens under 18 who attend grades 9-12 at Cupertino area high schools.

Other Silicon Valley Reads events have been taking place throughout Santa Clara County since mid January and continue through the end of March. Information is available on the Silicon Valley Reads website, www.siliconvalleyreads.org.

Silicon Valley Reads is presented annually by Santa Clara County Library, Santa Clara County Office of Education, and the San Jose Public Library Foundation with funding from corporate and individual donors and community organizations such as the Cupertino Library Foundation. For more information about the Cupertino Library Foundation, visit www.cupertino.libraryfoundation.org.

##