

Contact:

Jamie Haines
American Public Television
Jamie_Haines@APTonline.org
(617)338-4455 x. 129



Important Information:

- Contest runs February 6–28, 2017.
- Winners will be announced on or about May 8, 2017.
- Online submissions only!
CreateTV.com/challenge

Submit Your Video “Audition” to the Create® Cooking Challenge 2017
Public television’s premier lifestyle channel to showcase up-and-coming culinary talent

BOSTON (EMBARGOED UNTIL February 6, 2017) – Create TV today announces the launch of the Create Cooking Challenge 2017, the second year of a national video contest for both professional chefs and home cooks interested in winning a web series on CreateTV.com. Create is public television’s most-watched multicast channel, airing on 235 public TV stations and reaching 46 million viewers annually.

Sponsored by American Public Television (APT), the Create Cooking Challenge runs February 6–28, 2017. Entrants must submit online a short (two minutes or less), original YouTube video featuring their best culinary project, recipe or tip. The contest will be judged by Create staff and a panel of public television chefs: Lidia Bastianich (*Lidia’s Kitchen*), Sara Moulton (*Sara’s Weeknight Meals*), Julia Collin Davison and Bridget Lancaster (co-hosts of *America’s Test Kitchen* and *Cook’s Country*), Kevin Belton (*New Orleans Cooking With Kevin Belton*), and Steven Raichlen (*Steven Raichlen’s Project Smoke*).

The panel will judge submissions based on the entrant’s demonstrated culinary knowledge, ability to present ideas succinctly, overall telegenic appeal, uniqueness, and production values. A complete list of judging criteria is available on CreateTV.com/challenge/rules.

Last year’s Grand Prize winner, Jaime Isobe of Brooklyn, NY, was selected from more than 300 entries for his passion for cooking, stage presence and unique recipe, including multiple serving ideas. As part of his Grand Prize, Isobe has developed a 10-episode web series now featured on CreateTV.com.

The Grand Prize for the 2017 contest includes \$4,000 and production equipment valued at approximately \$1,000 to finance and produce a web series of 10 or more additional two-minute videos to appear on CreateTV.com. Winners will be announced on or about May 8, 2017. An additional 17 prizes will be awarded, ranging from Create merchandise to the Second Prize of \$1,000 cash plus production equipment valued at approximately \$1,000 to finance and produce a 3-episode web series for CreateTV.com. The contest is open to entrants 18 years and older.

The Create Cooking Challenge 2017 official contest rules and submission guidelines are at CreateTV.com/challenge.

About Create: For 12 years, Create® has been the premier lifestyle channel featuring public television’s most popular how-to series: cooking, travel, home improvement, gardening and arts & crafts. Create is produced and distributed by American Public Television (APT); WNET, New York; and WGBH, Boston in association with National Educational Telecommunications Association (NETA) and PBS. Create TV is carried by 235 local public television stations nationwide, reaching 86% of USTVHH, and is seen in 21 of the top 25 U.S. television markets. Create’s companion website CreateTV.com features extensive video, projects, tips, recipes, the Create TV schedule, featured program titles, and hosts.

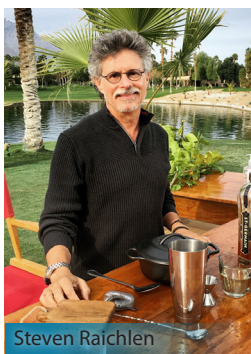
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Sara Moulton



Lidia Bastianich



Steven Raichlen



Kevin Belton



Julia Collin Davison &
Bridget Lancaster



Create on social media