



FOR IMMEDIATE USE

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PURPLE ASPARAGUS CHILLS OUT AT THE MUSEUM OF MODERN ICE

CHICAGO –January 28, 2008 – Purple Asparagus is presented as part of Museum of Modern Ice, a new winter celebration in Chicago, February 1-29, 2008, featuring Paintings Below Zero, a colossal, site-specific installation of boldly-colored, abstract paintings in ice created by Canadian artist Gordon Halloran for Millennium Park.

We will be in a heated tent adjacent to the artwork with several fun and fabulous family-friendly activities with a focus on a healthy lifestyle and good eating. On February 2 and 3 Chicagoans can enjoy building a snowman out of honey popcorn balls. Other activities include making maple taffy in the snow, growing a salad in a jar and sharing some good eats with our feathered friends making a pinecone birdfeeder.

For more information or to set up an interview, contact: Melissa Graham at 773-991-1920 or email info@purpleasparagus.com.

Purple Asparagus is a 501(c)(3) non-profit organization dedicated to bringing families back to the table through good eating. Working with various organizations on events and programs that are centered on children and their families is our mission. Some of the organizations we work with include the Green City Market, McAuliffe School, Greater Chicago Food Depository and the City of Chicago, Dept of Cultural Affairs. For more information: www.purpleasparagus.com.

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