

Online Cook-Off Helps Feed the Hungry

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The goal is to provide 10,000 meals to those in need over Christmas through its ‘A Dish for a Dish’ charity campaign.

The funds will be donated to charity organization OzHarvest (www.OzHarvest.org), a specialist organization which can provide one much-needed meal for every \$1 – in other words, each dish uploaded to the website becomes a meal (a dish) for a person who really needs it.

Dish of the Day (www.DishoftheDay.com.au) is an online ‘cook-off’ site, not a recipe site, showcasing real cooks and real cooking techniques. The endeavour was started by two culturally diverse young entrepreneurs who wanted to showcase their parents’ unique dishes and share them with friends.

Friendly rivalry led to the competitive ‘cook-off’ component of the site, which allows ordinary people to showcase their skills in the kitchen and share their unique dishes with the world.

The easy-to-use online platform rewards everyday cooks with great prizes. Dish of the Day hopes to give something back to the community this Christmas with your support.

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