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Swiss Diamond, Swiss Tourism Team Up to Launch Cooking School Promo

MARCH 07, 2008 -- Swiss Diamond USA, in conjunction with the Swiss Tourism Office, has announced a major cooking school program aptly called "Someone's in the Kitchen With Diamonds."

According to organizers, the program has two objectives. The first is to promote, educate and excite culinary students about Swiss Diamond's revolutionary diamond non-stick cookware. The second: to allow participants to experience firsthand the diversity and innovative characteristics of the modern Swiss culinary landscape.

The multifaceted promotion will provide the cooking schools with recipe cards with new and innovative Swiss recipes, Swiss posters, free Swiss Diamond cookware, Victorinox multi-tool giveaways, samples of Emmi fondue and other Swiss delicacies.

In addition, the promotion includes the opportunity for the cooking schools to win a free trip for two to Switzerland to become part of the Swiss experience. The sweepstake package includes air fare from one of four gateway cities, hotel and Swiss rail passes for two people, and \$500 for meals. Swiss Diamond's Cooking School Program contest runs June 1, 2008, through December 15, 2008.

For more information on this exciting promotion, call 800-969-2518 or e-mail swissdiamondusa@optonline.net.

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