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THE PORTUGUESE PAULA DEEN COMES HOME TO FALL RIVER JUNE 13-15

Elise Arruda Johnson, the "Portuguese Paula Deen", will visit her Fall River hometown from June 13-15. Johnson will be the special guest at an awards ceremony at her alma mater, Saints Peter and Paul School, on June 15. Johnson's own transformation from a child who could not say her own name into the outgoing Chef Elise forms the backdrop to her new cookbook You Never Cook Alone as it blends recipes, menus and personal stories.

FALL RIVER, MA, June 7, 2012 – Elise Arruda Johnson is often called the "Portuguese Paula Deen." The comparison instantly lights up Johnson's million dollar smile. Johnson will return to her Fall River, Massachusetts hometown from June 13-15.

While growing up in an immigrant family, a speech impediment kept Johnson from talking or even saying her own name until she was sixteen years old. Embarrassed, she retreated to her Portuguese grandmother's kitchen, which soon became her place of refuge and comfort. Vavo, Portuguese for Grandma, spoke little English. Still she taught her granddaughter the secret of cooking with the most important ingredient of all – love.

In turn, Johnson put that same love into the meals she created for her own family. After numerous requests, Johnson began teaching friends, their children and college students to cook. Johnson now shares that love through personal appearances, cooking classes, her *Cooking with Elise* blog and TV segments, and her brand-new cookbook, *You Never Cook Alone.*

The book's sub-title, *Stirring Memories, Feeding Souls and Building Legacies – A Cookbook for the Well Fed Family*, reflects Johnson's life mission. She wants to help families capture the amazing energy generated by cooking and eating together.

One highlight of Johnson's Fall River visit will occur at Saints Peter and Paul School on Friday, June 15, 6:30pm. Johnson will be introduced to the students at their end-of-year awards ceremony as an inspiration of how another graduate over came obstacles to become a successful chef and author. Following the ceremony, Johnson will autograph books and donate a portion of each book sold that night to the school.

In an amazing transformation, the child-who-never-spoke her own name has become the funny, passionate Chef Elise - the chef more and more people are calling the "Portuguese Paula Deen". Johnson invites her home town to celebrate with her on Friday, June 15, on the release of *You Never Cook Alone* as it invites readers to enjoy Johnson's well-fed world and make it their own.

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Media Notes:

Friday, June 15, 6:30pm Awards Ceremony & Book Signing
Saints Peter & Paul School, 240 Dover Street, Fall River, MA 02721

Elise's grandmother's home is available for photo opportunities. It's been kept in the exact condition it was when Vavo taught Elise to cook and it was her haven.