



Cheflive.com Teams with Legendary CEO Iacocca to Support Cure for Diabetes

Cheflive, an innovative and exciting Internet company producing cooking shows with local chefs, has formed an alliance with JoinLeeNow.org, a campaign started by Lee Iacocca, former CEO of Chrysler Corporation, to raise money in support of a cure for Diabetes.

([PRWEB](#)) April 27, 2005 -- Cheflive, an innovative and exciting Internet media company producing cooking shows with Las Vegas chefs, has formed an alliance with JoinLeeNow.org, a campaign started by Lee Iacocca, former CEO of Chrysler Corporation, to raise money in support of a cure for Diabetes.

Mary, Mr. Iacocca's wife, passed away from complications of Type-1 Diabetes in 1983. The following year he founded the Iacocca Foundation to support diabetes research. "I promised myself that I would cure it (Diabetes) in my lifetime, but I am running out of time," Mr. Iacocca said. Cheflive will graciously donate the proceeds of one show's receipts per month to the JoinLeeNow.org campaign.

You can attend these live shows and experience diabetic-sanctioned recipes at the Cheflive studio, scheduled to open this summer in the newly renovated Holsum Lofts. "We have nearly 2000 square feet inside this beautiful new building where a whole new tenant community is emerging consisting of artists, designers and, of course, our state-of-the-art cooking studio!" touted Chef John Guinivere, President of Cheflive. The studio is also available for private functions.

JoinLeeNow.org has already raised over \$2 million in donations, and the goal to reach \$11 million doesn't seem daunting, with organizations like Cheflive stepping up to the plate. Please stay tuned to Cheflive at www.Cheflive.com and stop by their new location at the Holsum Lofts in Las Vegas' emerging Arts District.

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Online Web 2.0 Version

You can read the online version of this press release [here](#).