



## **PRESS RELEASE**

### **For Immediate Release – Hico, Texas**

*The “Fifth Annual Texas Steak Cook-Off, Beef Symposium, and Tourist Trap” is set and ready to go, starting Rain or Shine at High Noon, Saturday, May 17, 2008 in historic downtown of Hico, Texas just 90 minutes southwest of the Dallas-Fort Worth Metroplex and approximately 2 hours north of Austin on scenic US 281.*

*The Fifth Annual Texas Steak Cook-Off celebration will feature four top competitive events: The Celebrity Chef Category competing for the coveted First Place Texas Steak Cook-Off, Beef Symposium, and Tourist Trap Gold and Silver Belt Buckle, The People’s Choice Hors d’Oeuvres competition for a cash prize, top Professional going after the Professional Division First Place belt Buckle and “Backyard Expert” Chefs competing for cash and prizes and the title of the “Best Rib Eye Steak Cook in Texas!” From the opening ceremonies ‘til the last person leaves, we have an all star list of top live country music entertainers, handcrafted arts and crafts.*

*For your listening and dancing pleasure, we will kick-off our music venue at 12:30 pm featuring our Cook-off Headliner – The Quebe Sisters! Back by popular demand, is Nashville recording artist - Ronica Coldiron and her new band, nationally acclaimed Storyteller, Cowboy Poet and singer Bob Sawyer will entertain during dinner. After the awards ceremony, The James Black Band will entertain you with our street dance.*

*The cook-off centerpiece is the three-tiered competition to cook the best rib-eye steak in the State of Texas. The steaks are 12 ounce choice grade Texas rib-eyes. The Celebrity Chefs have returned to showcase their specialties in preparing steaks and talking with the public, maybe even sharing their secrets. There is only one winner in this category, First Place! The Professional Chef Division is open to those chefs who cook professionally in, or own a restaurant – There will be only one winner in this division – first place, no second or third place! The Third category is the “Backyard Experts”. This category is open to anyone who thinks their streaks are the Best in Texas!*

*Backyard Chefs’ can win \$2,500 for First; \$1,000 for Second; \$500 for Third; \$250 for Fourth. Hors d’oeuvres Competition Winners will receive \$350 for First and \$250 for Second. The “Best in Show Category will win \$500.*





*The Celebrity Chef Competition is first, starting at 12:30 pm with Judging at 1:30pm and awards presented at 2:30 pm. The Professional Division is next with judging starting at 2:00pm and awards presented at 3:30 pm. The teams who are competing in the People's Choice Hors d'Oeuvres competition will be providing samples of their creation to the public who are wearing wrist bands and asking people to judge their creations the best. The Hors d'oeuvres winners will be announced at 3:30pm.*

*Remember, all times are approximate – we try, but the judges take their job very seriously!*

*While the Celebrity and Professional Chefs are competing, the Backyard Chefs will be stoking their fires getting ready to compete. The Backyard Chef judging begins at 4pm, with an awards presentation onstage at 7pm. Dinner ticket holders will get to talk with the Backyard Chefs and choose the chef that impresses them the most to prepare their steak for dinner. Dinner will start at 5:30pm – 7pm. While the competitors try and outdo each other, you get to root for your favorite Backyard Chef. After they turn in their 'perfect steak' to the judges they will personally prepare your 12 ounce choice rib-eye for dinner. Steak dinner tickets are \$25 and include your 12 ounce choice grade rib-eye steak with all the fixin's and a chance to win a John Deere Gator valued at more than \$8,000 or a Hasty-Bake Charcoal Grill valued at more than \$1000, plus each ticket comes with a wrist band that entitles the ticket holder to enjoy any samples and Hors d'Oeuvres.*

*The Annual Texas Steak Cook-off, Beef Symposium and Tourist Trap is an initiative to promote Tourism and Economic Development in Historic Hico, Texas underwritten by the Hico, Texas Economic Development Corporation. The Hico EDC is a non-profit corporation. Profits from the cook-off are split and awarded to deserving charity recipients. The first and second annual cook-off charity recipient was Camp Jon Marc. The third annual cook-off charity recipient was the Hico, Texas Volunteer Fire Department and camp John Marc. The 2007 Texas Steak Cook-off, Beef Symposium and Tourist Trap charity recipient was Camp John Marc and the Hico Memorial Scholarship Foundation. This year, we are evaluating area wide charities as recipients.*

*This year's prize money totals more than \$5,000, beginning with a \$2,500 first place award for the best "Backyard Expert." Entry fee for the cooking teams is \$300. There is a discount for early entrée, please see the web site for details.*

*2007 was a sell-out; the entertainment was award winning, the competition was stellar with more than 2,600 steaks cooked and more than 5,000 people in attendance.*





*If you are a Professional Chef wanting to compete for the coveted first place Belt Buckle and title of the Best Professional Steak Chef in Texas; If you are a non-professional "Backyard Expert" who believes the First Place Prize money is yours; If you are a quality craftsman or vendor wanting to participate in this year's event – Go to our Web site for your application and more information.*

*If you are interested in any of our Corporate Sponsorship levels, your tax deductible contributions and special requests are welcome. Please call the Cook-off Hotline and speak with Mishay Black.*

*For a limited time only, there is a discount available on line for anyone who wishes to purchase your Steak Dinner/Raffle ticket on line. For more information on this daylong festival of food, shopping, exhibits and musical entertainment, log on to [www.TexasSteakCookoff.com](http://www.TexasSteakCookoff.com) or call (254) 485-2020*

*We'll see YOU in Hico, Texas, Saturday, May 17, 2008 – Don't be late and bring your friends!*

