

For Immediate Release - May 12, 2009

ABOUT THE 7th ANNUAL WEST CHESTER ROTARY CHILI COOKOFF

As the spring starts to settle in the air, we know the ever-popular Chili Cookoff is only six months away. As Rotarians we have been working on our largest fundraiser since last November to get ready for the 2009 event. Last year we made over \$30,000 that we were able to send back into the community. We sincerely thank you for your support of our annual West Chester Rotary fundraiser.

We have enhanced the 2009 Cookoff in many ways. Some suggestions came from the participants, some from the chili fans and some internally to maximize efficiencies.

So let's get started . . .

The 7th Annual West Chester Rotary Chili Cookoff will be

Sunday, October 11, 2009

Noon to 3pm, Awards immediately following at approximately 3:30pm.

Mark Your Calendar NOW!

New & Exciting Developments

1. Don't Miss The 2009 Chili Stimulus Package!

Enter your team's chili before the two deadlines and receive back all or part of your entry fee and a FREE tent/table setup!!!!

See the team application for more details.

2. All First Place Winners will win Cash Prizes!

3. Since all the teams' chili is being released at noon, chili goes fast. So we recommend you get to the cookoff early for the best selection. Generally speaking most of the chili is gone by 3pm due to the fantastic turnout of chili fans. The new hours are noon to 3pm. The Awards ceremony will immediately follow at @ 3:30pm at Church at Gay St.

Teams start cooking their chili by 10am, if you're interested in coming out at talking to the chili chefs. Gay Street never smelled SO GOOD!

4. We've created many more vendor categories to accommodate the requests we received last year. Vendors may now double their space purchase.

5. Team, Vendor and Sponsor Applications may all be paid on line for 2009. You may use a VISA, MASTERCARD or PAYPAL account for your convenience. Of course, cash and checks are still welcomed.

6. Chili Wristbands and the 2009 official West Chester Rotary Chili Cookoff official Tshirt may also be purchased on-line. Wristbands will still be sold at a discount of 3 for \$25 if purchased before the Cookoff. They can still be bought in person at the Cookoff for the All-You-Can-Eat Price of \$10. Back by POPULAR DEMAND - Children 10 and under EAT FREE all day.

WAYS TO PARTICIPATE

This popular Chester County community event is the perfect marketing event for your restaurant, business, neighborhood group, fire department, non-profit organization or club to have loads of fun, form a team, cook some chili and get upclose and personal with 5000 thousands-

plus fellow chili fans. Many groups hold mini-cookoffs so that the winner can represent their organization at the official West Chester Rotary Chili Cookoff each fall.

Chili fans come from all over the Delaware Valley to compete and enjoy the Best Darn Chili in Chester County! Over 60 teams regularly compete in this fall festival, as well as dozens of vendors and sponsors.

Teams will compete within one of four divisions - Restaurants, Businesses, Non-Profit Organizations and Hometown Cooks.

Teams, not only compete by division for the title, "**Best Darn Chili**" awarded by a panel of "celebrity" judges, they also compete for the coveted "**People's Choice Award**" given to the chili team that receives the most votes by the public.

The Best Decorated Theme Booth Contest is also a spectator favorite as teams create a theme to go along with their chili. The overall presentations and creativity exhibited is amazing. Teams are not required to participate in this aspect of the Cookoff, but many enjoy it.

If you want to come out and enjoy the day as a chili fan, you will find in addition to 60 different chili recipes to try, interesting non-chili food vendors, craft and artistic vendors, , the YMCA's Kids' Korral for your little ones , entertainment and welcoming restaurant and shop owners. The NFL games are all on in the restaurants and bars, too. Close enough to peek in and catch up on your team's progress and still enjoy the Chili Cookoff. Parking is free.

If you are interested in participating in the 2008 West Chester Rotary Chili Cookoff, scheduled for the Sunday, October 11, 2009, please sign up for our Chili Friends email list at www.westchesterchilicookoff.com