



**FOR IMMEDIATE RELEASE**

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## **23RD ANNUAL BEST IN THE WEST NUGGET RIB COOK-OFF SET FOR AUGUST 31 - SEPTEMBER 5 AT JOHN ASCUAGA'S NUGGET**

Reno/Sparks, Nev. – Sparks, Nevada will be blazin' this Labor Day weekend with the 'Super bowl of BBQ events,' the 23rd Annual Best in the West Rib Cook-off. Dozens of world champion rib cookers will compete in front of more than 500,000 rib enthusiasts from August 31 through September 5, 2011.

More than 100 tons (209,910 to be exact) of ribs will be smoked to perfection during this must-attend culinary, music, craft, and family end-of-summer affair. Daily hours for all the fun - the rib cookers, live entertainment, expansive kids area and multiple city blocks of craft vendors - are 11 a.m. to 9 p.m.; 11 a.m. until 5 p.m. on Monday, Sept. 5. Admission is free!

### **Rib Cookers**

Similar large crowds are expected in 2011 as twenty-four of the country's most celebrated and talented rib cookers will once again feed event goers while competing for a total cash purse of \$14,500 and the title of, "Best of the West," – a designation many cookers consider to be the ultimate prize in high-volume competitive BBQ. Last year, Bill Wall's Bone Daddy's BBQ was the top winner. In a very rare feat, they took both the judges' choice for First Place and People's Choice for Best Ribs at the 22nd annual Best in the West Nugget Rib Cook-off.

### **Rib Eating Competition**

Major League Eating (MLE), the governing body of all stomach-centric sports, will host the sixth annual Best in the West Nugget World Rib Eating Championships at 6 p.m. on Wednesday, August 31, at the Main Stage area. The country's best competitive eaters will vie for \$5,000 and the title of World Champion. The MLE conducts more than 90 events annually, including the Nathan's Famous Fourth of July International Hot Dog Eating Contest in Coney Island, NY. It's estimated the top competitors will consume seven-plus pounds of meat during the 12-minute competition. Three-time winner, prolific gurgitator Joey Chestnut, is expected to attend, along with more than one dozen other top-flight athletes.

### **Entertainment**

While Heidi Newfield's latest hit "Stay Up Late," is heating up the country music charts this 'new country' star will be burning up the Best in the West Rib Cook-off Stage Saturday, September 3. The Healdsburg, CA-raised Newfield is the former front-woman of the new country trio, One Trick Pony. Her first single, "Johnny and June" was a Top 40 hit on the Billboard Hot Country charts in 2008.

Other great bands performing on the main stage include: The Buddy Emmer Band, The Family Stone, Blue Oyster Cult and The Honeymoon. The main stage begins nightly at 7 p.m. and Monday at 3 p.m. In all, more than 40 bands will play on multiple stages throughout the six-day Victorian Square event.

### **Shuttle Service**

Daily shuttle service from the Legends at Sparks Marina will run Wednesday through Friday from 5 p.m. to 10 p.m., and Saturday-Sunday from 11 a.m. to 10 p.m. There is no shuttle service on Monday. Legends will

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be the only shuttle drop-off/pick-up location this year.

#### Kids' Area

Children will delight in an array of rides and activities. The kids' area will be located on the west side of Victorian Plaza, near the US Bank Stage, and will include an obstacle course, a bounce house, a slide, and a mechanical swing. Ride tickets will be available for purchase just outside the kids' area.

#### Website/Social Media

Rib fans can find all the event details at [nuggetribcookoff.com](http://nuggetribcookoff.com). Visitors can search things like event judge bios and send an official Best in the West Nugget Rib Cook-off e-postcard. Fans can also find us on Facebook at “Best in the West Nugget Rib Cook-off” and on Twitter at “@nuggetribs.”

The Rib Cook-off is scheduled for an extended Labor Day weekend, Wednesday, August 31, 2011 through Monday, September 6, 2010. For advance reservations, event history and information call (800) 648-1177 or (775) 356-3300, or visit [www.nuggetribcookoff.com](http://www.nuggetribcookoff.com).