



FOR IMMEDIATE RELEASE
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22ND ANNUAL BEST IN THE WEST NUGGET RIB COOK-OFF SET FOR SEPT. 1-6 AT JOHN ASCUAGA'S NUGGET

Reno/Sparks, Nev. – The country's favorite free rib festival is back! This year's Best in the West Nugget Rib Cook-off, the 22nd annual, will run Wednesday, September 1 through Monday, September 6, once again transforming the Labor Day holiday on Victorian Square in downtown Sparks into a 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. 6. And remember, there is no admission charge!

Attendance estimates show the cook-off continues to be one of the largest barbeque events in North America, with more than 500,000 visitors and more than 100 tons of ribs served in 2009. Large activities within the event, including a world-championship rib-eating contest, and top-notch entertainment – not to mention the best BBQ in the country – all come together to draw massive amounts of people to Victorian Square.

“The Nugget Rib Cook-off has grown over the years to become one of the largest BBQ events in the country. People visit from literally all over the world,” said Beth Cooney, Executive Director of Marketing at John Ascuaga's Nugget. “Last year we again encountered record crowds. Our mid-week days were at or near capacity, while the weekends were as strong as ever. We're certainly looking forward to this year.”

Rib Cookers

Similar large crowds are expected in 2010. Free top-name entertainment and a continued multitude of activities are planned. But the world's best ribs are what carry the day. 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. Desperado BBQ & Rib Co. of Hinckley, Ohio, will be back after finishing first in 2010, as will 2009 winner Bone Daddy's of Midland, Michigan. Also back to defend its 2007 and 2006 titles, Famous Dave's BBQ of Plymouth, MN will face stiff competition from a host of returning champions, including Mt. Laurel, New Jersey's Butch's Smack Your Lips BBQ (2005 winner), Martinsville, Virginia's Checkered Pig BBQ (2004) and three-time champion ('00, '02, '03) Texas Outlaw BBQ of Elizabethtown, Kentucky. New this year is actually a returning favorite, Willingham's of Memphis, Tennessee.

Rib Eating Competition

Returning to this year's Cook-off, the International Federation of Competitive Eating (IFOCE), now known as Major League Eating (MLE), the governing body of all stomach-centric sports, will host the fifth annual Best in the West Nugget World Rib Eating Championships at 6 p.m. on Wednesday, September 1, at the Main Stage area. The country's best competitive eaters will vie for \$5,000 and the title of World Champion. The IFOCE 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. Last year, Chicago

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resident and world No. 2 Pat “Deep Dish” Bertoletti shocked the competitive eating world by narrowly defeating Chestnut, handing him his first loss in the Nugget’s four-year rib eating contest run. Chestnut still holds the event and world record, set in 2008, with an astounding 9.8 pounds of rib meat!

Entertainment

This year’s main-stage free entertainment lineup, beginning Wednesday evening: Mumbo Gumbo, Del Castillo, Jack Ingram, Gin Blossoms, Asia and Buster Blue. The main stage begins nightly at 7 p.m. and Monday at 3 p.m. Music at the U.S. Bank stage (West end of the main street) begins daily when the event opens. In all, more than 40 bands will play on multiple stages throughout the six-day Victorian Square event. And, again this year, there will be daily demonstrations from Mike Peters and the Kansas City Barbeque Society’s “Great American BBQ Tour.”

Shuttle Service

Daily shuttle service from the Legends at Sparks Marina will run Wednesday through Friday from 5 p.m. to 10:30 p.m., and Saturday-Sunday from 11 a.m. to 10:30 p.m. There is no service on Monday. Legends will 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 are invited to explore our freshly redesigned event website, nuggettribcookoff.com, for extended details. 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 “nuggettribs.”

Sponsors

The 22nd annual Best in the West Nugget Rib Cook-off is sponsored by US Bank, Morrey Distributing/Budweiser, City of Sparks, Curly’s Foods Inc., Kenwood Vineyards, Legends at Sparks Marina, Model Dairy, Northern Nevada Toyota Dealers, AT&T Nevada, Kansas City Barbecue Society, Northern Nevada Medical Center, Clark Pest Control, Swire Coca-Cola, IGT, KOZZ 105.7 FM, KBUL 98 FM, KTHX 100.1 FM, and KZTQ/Bob 97.3 FM.

The Rib Cook-off is scheduled for an extended Labor Day weekend, Wednesday, September 1 through Monday, September 6, 2010. For advance reservations, event history and information call (800) 648-1177 or (775) 356-3300, or visit www.nuggettribcookoff.com.