

Media Advisory
April 5, 2011

- What:** Kentucky Beef Council's *Get Your Grill On* Media Tour
This tour kicks off summer grilling season and firing up your grill with Beef! It will highlight two beef recipes, cooking tips, great prizes and a Holland Grill Give-a-way contest.
- When:** Monday May 16 – Friday May 27, 2011
Interviews available before event
(See attached flier for detailed information on how we can promote beef as well as the highlighted recipes)
- Where:** Throughout Kentucky
We will travel state wide to do promotional and media events in your area to promote lean beef!
- Who:** Kentucky Beef Council, KY beef farmers and Holland Grill representatives will be traveling the state with the Beef Grilling trailer doing beef grilling demonstrations and promoting beef.
- Why:** With grilling season upon us, now is the perfect time to reclaim the meals consumers love with the lean beef cuts that count. Whether it's a traditional steak such as the T-bone or a new favorite such as the flank steak, nothing brings out the sizzle of steak like the power of the grill. Kentuckian's ♥ beef and we have just the tips and recipes to show them!
- Interviews & Photos:** KBC representatives, Holland Grill Representatives, and beef farmers will all be available to participate in interviews providing great grilling tips, or do beef grilling demonstrations, or give out samples, if at consumer event.

If you're not able to host us, we would still like to send you materials to share with your consumers!

To schedule a stop or an interview, contact the KY Beef Council:
Whitney Carman, 859-278-0899, wbrown@kycattle.org or
Alison Smith, 859-285-0204, asmith@kycattle.org.