

Dear Editor,

The Kentucky Beef Council's 2008 *Get Grillin'* Media Tour is headed your way!

The Kentucky Beef Council and The Holland Grill Company are proud to co-sponsor the annual *Get Grillin'* Media Tour. This year, we'll be traveling across the state from Monday, April 28 to Friday, May 16, 2008.

Last year, we visited 10 cities to share great beef and grilling information. This year we want consumers to visit the *Land of Lean Beef*. We have enclosed a media kit that includes a "passport" with a ticket to the *Land of Lean Beef* and a jump drive with Fact Sheets and recipes for your review.

The *Land of Lean Beef Get Grillin'* Media Tour kit features several mouth-watering recipes; Fact Sheets on the link between a protein-rich diet and exercise; protein and aging vibrantly; and how to beef up with lean protein.

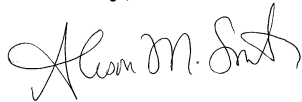
We can come to YOU to grill two of these recipes: the "Grilled Peppery Top Round Steak with Parmesan Asparagus" and the "Moroccan-Style Beef Kabobs with Spiced Bulgur." We will also share grilling tips and give consumers a chance to win a new Holland EPIC Grill valued at \$749!

We already have stops planned in Bowling Green, Louisville and Lexington. Let us add you to the list! STARTING and THROUGHOUT the month of MAY, consumers can log on to [www.kybeef.com](http://www.kybeef.com) to register to win the Holland Epic Grill, get the Land of Lean Beef recipes and Fact Sheets.

Call me at 859-278-0899 or e-mail me at [asmith@kycattle.org](mailto:asmith@kycattle.org) to book your reservation to the *Land of Lean Beef*! We look forward to visiting with you.

Or, if we can't visit with you, be sure to log on to [www.kybeef.com](http://www.kybeef.com) and get all the information above to share with your audience.

Sincerely,



**Alison Smith**  
Director of Consumer Affairs

#### Enclosures



*The Kentucky Beef Council is funded by The Beef Checkoff Program, which was established as part of the 1985 Farm Bill. The Checkoff assesses \$1 per head on the sale of live domestic and imported cattle, in addition to a comparable assessment on imported beef and beef products. States retain up to 50 cents on the dollar and forward the other 50 cents per head to the Cattlemen's Beef Promotion and Research Board, which administers the national Checkoff program, subject to USDA approval.*