



IT'S WHAT'S FOR DINNER.\*

**Kentucky Beef Council's *Get Grillin'* Media Tour**  
**Monday, April 28 to Friday, May 16, 2008**  
***Get Your Ticket to the Land of Lean Beef***

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, 2008 to Friday, May 16, 2008.

Last year, we visited 10 cities to share great beef and grilling information. This year we want consumers to  
***Discover the Power of Protein in the Land of Lean Beef***

The Land of Lean Beef *Get Grillin'* Media Tour features two 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. Alison Smith from the Kentucky Beef Council and a representative from The Holland Grill Company will come to YOU to grill these delicious beef recipes and tips and to give consumers a chance to win a new Holland Epic Grill. It Grills, It Steams, It Smokes! Valued at \$749!

***Get Grillin'* Media Tour**  
**Highlights:**

***Grill Giveaway, On-Air Grilling,  
Magnets, Recipes and Get Grilling  
KBC Trailer  
at your location***



**Win Me!**

**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 great beef recipes and fact sheets. We will send everything to you in advance.**

**Grilling Tips:**

- Always cook over medium heat to ensure even doneness.
- Always practice food safety- use different plates for raw and cooked meat.
- To avoid flare-ups, trim steaks for grilling closely, leaving only a thin layer of fat to preserve juiciness.
- Use tongs, not a fork to turn steaks.
- For optimal results, cook beef steaks to medium rare (145°F) or medium (160°F) doneness. **Do not overcook.**
- In the unlikely event of leftovers, steak topped salads are a great summertime option.

**TO SCHEDULE A STOP IN YOUR TOWN, Contact Alison Smith at 859-278-0899  
or [asmith@kycattle.org](mailto:asmith@kycattle.org)**