

## Press Release

Saturday May 15<sup>th</sup> 2010 | 10am – 7pm | Rain or Shine

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The Seventh Annual Texas Steak Cookoff is just around the corner. On Saturday, May 15<sup>th</sup>, cooks, vendors, and tourists from around the state will make their way to historic downtown Hico, Texas - rain or shine. Hico is just 90 minutes southwest of the Dallas/Ft Worth Metroplex and approximately 2 hours north of Austin on scenic US 281.

The Texas Steak Cookoff is the largest steak cookoff in the Southwest, drawing thousands of tourists from all over the country. FoodNetwork Challenge displayed the 2008 Cookoff, and it was highlighted in Everyday with Rachael Ray! Hico has been featured in numerous publications, most recently in the November 2009 issue of Southern Living Magazine.

The Cookoff is a competition for the best tasting 12 ounce Texas rib eye steak. Besides a great steak dinner, attendees and participants enjoy shopping, live entertainment, and a separate wine tasting event.

Professional chefs from around the state compete in the Celebrity Chefs category to win the coveted gold and silver Texas-sized belt buckle. Celebrity Chefs will showcase their specialties in preparing and grilling 12-ounce Texas ribeyes, meet with the public, and hopefully, share a few of their secrets! Competition is fierce as there is only one winner and no award for Second Place.

The most anticipated prizes of the day are awarded in the Backyard Chef category. Any and all amateur grillers are invited to compete for cash prizes amounting to \$2,500 for First Place; \$1,250 for Second; \$750 for Third; \$500 for Fourth; and \$250 for Fifth Place.

And of course each Backyard Chef wants the title "Best Steak in Texas."

A fan favorite, the Hors d'oeuvres competition allows public is able to interact with the chefs while sampling amazing food in the warm up for the big event.

The public is invited to enjoy in the fun and food and may purchase tickets that include a rib-eye steak dinner with all the fixin's and a chance to win several door prizes. Tickets are on sale now for \$25. Please visit our website at [www.TexasSteakCookoff.com](http://www.TexasSteakCookoff.com) or call 254-485-2020 to secure your tickets early as they sell out fast!

The past six years have been a huge success thanks to your participation and attendance. We look forward to seeing YOU in Hico, Texas, Saturday, May 15<sup>th</sup>, 2010.

For more information about this daylong event with food, exhibits, shopping, musical entertainment and lots of fun, please log onto [www.TexasSteakCookoff.com](http://www.TexasSteakCookoff.com) or call 254-485-2020. The profits brought in from the Cookoff go to worthy area student scholarships.

The Texas Steak Cookoff is an annual initiative introduced by the Hico Economic Development Corporation and the City of Hico to promote economic growth and tourism. The Hico EDC is a nonprofit organization. The Cookoff is held every year on the third Saturday in May.

