

Contacts: Traci Rodemeyer
Pork Information Bureau
515-223-3529
trodemeyer@pork.org

Dana Pierson
Weber Shandwick
312-988-2410
dpierson@webershandwick.com



Calling All Pork Lovers: Are YOU The Next Pork Personality?
The National Pork Board Celebrates Summer Grilling With Search for Next Pork Personality; Hangin' with Grilling Go-To "Guy," Guy Fieri, and \$5,000 Grand Prize Up For Grabs

As grills begin firing up coast to coast, America's pork producers are celebrating the season with the "Search for the Next Pork Personality" contest – a nationwide search for a pork lover who not only loves grilling up tasty pork, but has a "grate pork-sonality" too! From April 18 through August 31, 2009, consumers who love to "hog" the spotlight and grill can submit a short video sharing their best tip for grilling pork at TheOtherWhiteMeat.com. Up for grabs is one of three finalist spots to compete in a tong-tossing live finale grill-off in the Big Apple. Celebrity chef Guy Fieri, who knows all about "pork-sonality," will help judge. One griller will be named the "Next Pork Personality" and take home \$5,000, a Char-Broil gas grill and grilling accessories.

WHAT TO ENTER: Sizzle to stardom by sending the National Pork Board a video featuring your "gratest" tip for the grill using any cut of pork. The winning videos will be selected at the discretion of the National Pork Board and must exhibit originality, creativity, clear communication of a pork tip or message and be communicated effectively.

HOW TO SUBMIT: Beginning on April 18, 2009, visit TheOtherWhiteMeat.com to submit your entry online. Your video may be two minutes in length or less. You may also mail in a DVD. For acceptable file types, size limitations and the complete details of how to submit your video, log on to the Web site for details.

WINNERS: Finalists will win an all-expense paid trip to compete in a live finale grill-off in the Big Apple hosted by celebrity chef and grilling guru Guy Fieri! Guy will serve on a panel of judges to determine who will be crowned the "Next Pork Personality."

PRIZES: The winner will take home \$5,000, a Char-Broil® grill, grilling accessories and a two-night stay and airfare for themselves and a guest.

DEADLINE: Contest entry period runs from 12:01 a.m. (EST) on April 18, 2009, to 11:59 p.m. (EST) on August 31, 2009. Mail-in entries must be postmarked by August 31, 2009.

RULES: To see complete rules, visit TheOtherWhiteMeat.com. Don't forget to check out Guy's smokin' recipes and grilling tips for inspiration, too.