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**Take Home the Ultimate Tailgating Trophy**  
***The National Pork Board Celebrates Tailgating Season with The Great Pork Recipe Playoffs Contest for a Chance to Meet NFL Legend Emmitt Smith and Win a Trip to Miami, Florida***

To celebrate the gridiron battles of the season, America's pork producers are rallying pre-game partiers and half-time hosts to submit their favorite regionally-inspired tailgating recipe to the "Great Pork Recipe Playoffs" – a nationwide search for the season's champion pork recipe. From September 2 through November 16, 2009, consumers who love to tackle the grates can submit a recipe to defend their region. One "top chef" will be named the Great Pork Recipe Playoffs champion and head down to Miami, FL to meet the NFL's all-time leading rusher Emmitt Smith and receive tickets to a big game in February.

**HOW TO ENTER:**

Send the National Pork Board your favorite tailgating recipe that displays regional flair using any cut of pork. The winning recipes will be selected at the discretion of the National Pork Board and must exhibit originality, regional creativity, displays excitement for tailgating, football and pork, hands-on preparation time of 30 minutes or less, and include a football or regionally-themed title.

**DATES OF ENTRY:**

Beginning on September 2, 2009, visit [TheOtherWhiteMeat.com](http://TheOtherWhiteMeat.com) to submit your entry online. You may also enter by mail, through November 16, 2009. On a piece of paper no larger than 8 1/2" x 11", type or clearly print your complete name, birth date, street address (no P.O. boxes) city, state, zip code, and telephone number. Mail entry in an envelope to Great Pork Recipe Playoffs, Pork Information Bureau, National Pork Board, P.O. Box 9114, Des Moines, Iowa 50306.

Eight regional finalists (two from each of the following regions) will be selected and posted on [TheOtherWhiteMeat.com](http://TheOtherWhiteMeat.com) beginning December 1, 2009. Entries will be judged within the following regions:

- Northeast: MA, ME, NH, VT, RI, CT, NY, NJ, PA, DC

- South: TX, OK, AR, TN, KY, WV, VA, NC, SC, GA, AL, FL, LA, MS, DE, MD
- Midwest: OH, MI, IN, WI, IL, MN, IA, MO, ND, SD, NE, KS
- West: MT, WY, ID, CO, UT, NV, NM, AZ, WA, OR, CA

Through December 25, visitors to the site can vote for their favorite regional recipe to be named the grand prize winner.

**WHY ENTER:**

The grand prize winner receiving the most votes will win a three-day, two-night trip and airfare for themselves and three guests to Miami, FL (February 7, 2010), meet Emmitt Smith at a tailgating themed pre-game party and receive tickets to a game determined by the National Pork Board.

Seven finalists will win memorabilia signed by Emmitt Smith and a year's supply of pork, provided in the form of a \$300 gift card to a major supermarket retailer in winner's city.

**DEADLINE:**

Contest entry period runs from 12:01 a.m. (EST) on September 2, 2009, to 11:59 p.m. (EST) on November 16, 2009. Mail-in entries must be postmarked by November 16, 2009.

**RULES:**

To see complete rules, visit [TheOtherWhiteMeat.com](http://TheOtherWhiteMeat.com). Don't forget to check out Emmitt's touchdown recipes and tailgating tips for inspiration, too.

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