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Great American Barbecue Festival Announces Upgrades to New Overland Park Location

**“New Central Location Could Draw up to 40,000 Families and
Foodies from Across the Metro”**

Overland Park, Kansas (February 2, 2011)

The Great American BBQ Festival will move from its former KCK digs, to the Overland Park International Trade Center (OPTC), 6800 W 115th Street, off of I-435 and Metcalf, for its May 20-21st BBQ blowout. Civic Philanthropist John Rubenstein has donated the 10 acre facility to generate excitement for the area, and to bring Kansas City's BBQ heritage closer to home. OPTC's Chief Engineer, Dave Easley says that this “Is a natural combination. We are excited to bring the Great American to Overland Park”.

In its 7th year of existence, The Great American's Executive Director, Tracy Satterfield remarked that “We've been around for awhile, and the opportunity to get closer to the heart of the city, is timed perfectly. With over 237,000 people living within 5 miles of the OPTC, we are can share our food, fun and philanthropy with a whole new audience”. KCBS founder Carolyn Wells notes that the GAB is one of the city's crown jewels. It is one of the largest and most prestigious BBQ events in the country, and this move will generate a lot of excitement”.

In addition to the new locale, the GAB will host over 180 championship cooking teams vying for over \$40,000 in prize money, over a spectrum of bbq contests, over 5,000 pounds of pork to be sampled, a “*Peoples Choice*” sauce contest, the *Worlds of Fun Kidz Zone*, a children's “Kids Que” BBQ contest, professional BBQ judging courses, live music, fireworks and demonstrations from the Culinary Center of Kansas City, KCBS and *Southern Living* magazine.

A single day admission for the event will be \$10 at the gate. An all-weekend pass is also available for \$15.00 at the gate. Children 12 years and under are admitted free. Admission to the event includes access to the barbecue cooking areas, the live musical performances, and the *Worlds of Fun Kidz Zone*. For more details and ticket information, go to: www.thinkbbq.com.

About the Great American Barbecue

The Great American Barbecue is a fundraiser for the 25-to-1 Fund, a 501 (c)(3) organization affiliated with the Greater Kansas City Community Foundation. Net proceeds from the event will go to Fox 4 Love Fund, Guadalupe Center, Kookers Kare and food donations to St. Mary's Food Kitchen of Kansas city, KS.