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## PRESS-RELEASE

### **Elvis to attend Sizzlin' Summer Chilifest and Car Show at Irvine Lake July 28<sup>th</sup>**

Irvine, CA, July 11, 2012 ---

Didn't know *Elvis* was a *Chili-head*? Read on...

On Saturday, July 28<sup>th</sup>, Irvine Lake will be the site of the "Sizzlin' Summer Chilifest and Car Show". The event will be a combination Chili Cook-off, Car Show and Concert- on- the-grass.

For those who love chili, often referred to as "chili-heads", there will be a good sampling of the great American favorite. With over 20 chili cooks signed up to create their vast variety of chili dish interpretations, it will be a chili-heads delight. The event is sanctioned by the International Chili Society (ICS) as a Regional level competition, so for the competing ICS member cooks, the stakes are high. Winners will be able to move one step closer to the ultimate goal: the World Champion Chili Cook-off held in October in West Virginia. Non-ICS member community chili cooks will also be competing, vying for the "People's Choice" award for best Chili. Smart and Final is a proud sponsor of the chili-making activities and will also be on-site.

To accompany the chili-making and chili-tasting, there will be a diverse line-up of entertainment on the Irvine Lake stage. Included are the easy-listening tunes of the duo "Rendezvous", the classic rock sounds of the "Bodie Band", the rock-a-billy songs of "Stick in the Mud", and the surf music instrumentals of the "Mai Tais". Fill-in music will be provided by DJ Dan Parrett.

Also on the stage line-up is a very special guest performance by singer / songwriter and recording artist Karista Smith, who will formally open the event with the "Stars Spangled Banner", as she did the summer of 2011 at the San Diego Padres game.

And then there is Elvis. And Elvis....and Elvis. For the Elvis fans, a line-up of half a dozen (or more) Elvis tribute artists will swoon and croon the audience with their personal rendition of the King's favorites, guaranteed to get the audience rocking and rolling and reminiscing.

For car enthusiasts, there will be numerous classic cars, hot rods and new retros to admire, along with a good showing of over a dozen Chrysler Prowlers. Awards will be given for the top cars in each class, "Best of Show", as well as a "People's Choice" award.

The event is a production of Davidson Productions, LLC, a Riverside based entertainment group, with assistance from the Silverado Children's Center, who successfully held their own Irvine Lake Chili Cook-off earlier this year. A portion of all proceeds will go to help the programs of the Silverado children's center, located not too far from Irvine Lake.

For those who have never been to Irvine Lake, this will be a great opportunity to get out and enjoy one of Orange County's best kept secrets. The lake, nestled off the 241 toll road on Santiago Canyon Rd. offers a park-like grassy setting, shade trees, all with beautiful Irvine Lake as the backdrop. And on July 28<sup>th</sup>, lots of chili. And Elvis.

The event will run July 28, from 10:00 AM (gates open at 9:00) thru 8:00 PM. Tickets, available at the gate, the day of the event, are \$5.00 per person, which includes 5 complimentary chili tastes as long as the chili lasts (more tasting tickets are available at a nominal fee). Children under 12 are free. Irvine Lake charges \$5 for parking. A variety of vendors, including food vendors, will be on-site. Beer and wine is available.

For more information call Davidson Productions (951) 204-7209, or visit the website at [www.davidson-pr.com](http://www.davidson-pr.com).

For more information about the International Chili Society, visit [www.chilicookoff.com](http://www.chilicookoff.com).

For more information about the Silverado Children's Center, visit [www.silveradochildrenscenter.com](http://www.silveradochildrenscenter.com).

For more information about Irvine Lake, visit [www.irvinelake.net](http://www.irvinelake.net)

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