



The Voice of the CARIBBEAN

# 2007 - Black & white Cookie Eating Championship

Sponsored by

Ebony & Ivory Radio 93.5FM

Joey's Fine Foods - Black & White Cookies

September 4, 2007

## CALLING WORLD CLASS EATERS TO THE BRONX!

### 2007 CHAMPIONSHIP

**Date:**

September 29, 2007

**Location:**

Bronx, New York  
Jerome Avenue & Gun-Hill Festival its 6<sup>th</sup> year

**Time: (TBA)**

Between 2:30PM and 4:45PM

**The Main Event:**

2007 BLACK & WHITE COOKIE EATING CHAMPIONSHIP

Joey's Fine Foods Black & White Cookies

([www.Joey'sFineFoods.com](http://www.Joey'sFineFoods.com))



Joey's – Been Making the Northeast's famous Black & White Cookies Since 1946

\$1,000 - Grand Prize & Trophy, Bragging Rights, Notoriety and just Fun Time!

RULEING BY JUDGES ARE FINAL – EACH CONTESTANT WILL HAVE 100 OR MORE JOEY'S BLACK & WHITE COOKIE PLACED BEFORE THEM, ALONG WITH 16 oz. PLASCTIC CUPS FULL OF MILK OR WATER

**Live Audience:**

30,000 plus - Live Audience Expected – Estimated Live RE-Broadcast - 2 hours 1.5 million+.

PRE & POST -Local Media News - News Media Coverage Can be very well be World Wide.

Ebony & Ivory Radio 93.5 is Calling Out All the Biggest Eaters in the world to compete for the Title.

**Who will be Crowned - 2007 BLACK & WHITE COOKIE EATING CHAMPION?**

**Competing for bragging rights, cash prizes, International media exposure and fame!**

**Promotion Description:** Ebony & Ivory Radio 93.5FM New York Black & White Cookie Eating Competition. Celebrating the Tri-States famous, Wonderful Chocolate, and Vanilla Icing covered Lemony-Vanilla Cookie. Ebony and Ivory will be taping for re-broadcast of the festival – At the designated time the competition will commence, on stage will be 6 registered competitors, competing for the title of 2007 BLACK & WHITE COOKIE Eating Champion of the World. Competitors have 5 minutes to eat as many Joey's Black & White Cookies as they can while trying to beat all competitors and setting a record for contention!

