

sacramento CHEF CHALLENGE

by INALLIANCE

Media Advisory
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A Sweet Challenge

Cakegrrl.com challenges local bakers to a sweet video competition!

This year's Cake War at the 10th Annual Sacramento Chef Challenge is "Battle Cupcakes," and we're looking for three amateur contestants to duke it out against three cupcake pros!

We are inviting amateur baker's from the Sacramento area to join the battle by creating a three to five minute video that shows us "why you and your cupcakes are the best!"

Submissions will be accepted now through April 1, 2012. The following day, ten videos will be posted online, and the public will decide which lucky bakers have what it takes to compete live at the Sacramento Chef Challenge on Saturday, June 23, 2012.

The Rules are Simple:

- You must be 21 or older to compete.
- The Video must be 3-5 minutes long, uploaded to Youtube and submitted to Cakegrrl.com by April 1, 2012.
- Finalists will be notified by June 1st.
- The three finalists will create a themed cupcake display alongside professional bakers and in front of a live audience. Guests will sample the cupcakes and vote for their favorite!

Want to submit a video, but don't know where to begin? Kristy DeVaney, the sugarplum behind Cakegrrl.com, has sample videos on her website.

We are looking for great bakers with amazing personalities, so now is the time to pull out all the stops! Complete rules can be found at www.cakegrrl.com and www.chefevent.com. For more information contact Kristy DeVaney at cakegrrl2007@gmail.com or call 916-381-1300 x170.

About INALLIANCE:

INALLIANCE is a nonprofit organization that supports people with developmental disabilities throughout the greater Sacramento area. Since 1952, INALLIANCE has supported the belief that people with developmental disabilities have an absolute right and responsibility to participate fully and equally in society and to maximize their own quality of life. Services focus on job placement, employment training and the facilitation of supports necessary for integrated employment and community living. The Sacramento Chef Challenge was established in 2002 and is the annual benefit for INALLIANCE.

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