

FOR IMMEDIATE RELEASE

June 7, 2010

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2nd Annual SalsaFest heats up downtown

On Friday, June 18, from 4-8 p.m., Eloté Café & Catering will host SalsaFest, a community-wide festival that features a salsa-making contest, Salsa music, Salsa dancing, a chili pepper-eating contest, children's activities and — new this year — a Chihuahua costume contest and race, all in the heart of downtown Tulsa at the Chapman Centennial Green, at Sixth Street and Boston Avenue.

Local restaurateurs and home cooks are invited to bring their salsa to the festival and find out if they really are award-winning. Contestants will use at least one Oklahoma- grown ingredient in their salsas, and they will be judged in three categories: spicy, traditional and alternative. The public will choose three winners, a panel of celebrity judges will choose a winner, and the salsa maker who uses the most local ingredients will also be named a winner.

The winners of each award will toss 300 pounds of tomatoes off a seven-story building across the street from the festival.

In addition to the salsa contest, SalsaFest will feature a chili pepper- eating contest, live Salsa music, Salsa dancing lessons, children's activities, local art booths and a Chihuahua costume contest and race.

Proceeds raised at SalsaFest benefit Sustainable Tulsa, a nonprofit organization that promotes responsible economic growth, quality of life for all and environmental stewardship. Sustainable Tulsa plans to utilize the funds to design an educational and environmentally friendly playground in the core business district of downtown Tulsa.

“In order to make downtown more attractive to families, we need to create family-friendly environment,” said Libby Auld, owner of Eloté Café & Catering, Sustainable Tulsa board member and SalsaFest chair. “We want to create an environmentally friendly playground in the core business district to attract more families downtown, while also furthering the mission of Sustainable Tulsa. SalsaFest is a fun, flavorful way to accomplish this goal.”

In 2009, SalsaFest brought a diverse crowd of more than 1,500 people to downtown Tulsa and raised more than \$2,500 for Sustainable Tulsa. In addition to the impact SalsaFest had on Sustainable Tulsa, it also boosted sales at many downtown businesses.

SalsaFest is family-friendly and free and open to the public. SalsaFest sponsors include Choose Tulsa Jobs.com, PSO, Elote Café & Catering, Tecate, Kanbar Properties, Gable and Gotwals, 120 Development Group and Kanbar Properties.

For more information, please call Libby Auld at 918-814-5756 or Sustainable Tulsa's Executive Director Corey Williams at 918-808-6576.

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All proceeds go to benefit Sustainable Tulsa, a 501(c)3 promoting responsible economic growth, environmental stewardship, and quality of life for all.
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