



**For Immediate Release**

Contact:  
Claire Reyes  
Allyn Media  
214-817-7723  
creyes@allynmedia.com

**LOCAL CELEBRITY CHEFS TEAM UP WITH THE WORLD'S BEST BULL RIDERS IN COOK-OFF COMPETITION AT COWBOYS STADIUM**

*Chefs Tim Love, Grady Spears and Tre Wilcox  
and Bull Riders Michael Gaffney, J.B. Mauney and Kody Lostroh to Compete in  
Big Green Egg Cowboy Cook-Off*

ARLINGTON, TX, February 11, 2010 – As part of the 2010 Dickies Iron Cowboy Invitational, the Professional Bull Riders, Inc. (PBR) has partnered with Big Green Egg to host a celebrity cook-off prior to the bull riding competition. At 3 pm on Saturday, February 20 three local celebrity chefs will battle it out at Cowboys Stadium to see who can create the best dish from a basket of mystery ingredients. Serving as their sous chefs will be some of the world's best bull riders.

**Tim Love**, chef and owner of Lonesome Dove Western Bistro and Love Shack restaurants in Fort Worth and a competitor on both Top Chef Masters and Iron Chef America, will be paired up with 2008 and 2009 PBR Runner-Up and one the biggest names in all of bull riding, **J.B. Mauney**.

Former Top Chef competitor and Executive Chef at Loft 610 **Tre Wilcox**, who was named one of starchefs.com Rising Stars, will team up with 1997 PBR World Champion and all-around fan favorite **Michael Gaffney**.

Chef/owner of Grady's and former co-owner of the Reata restaurants in Fort Worth, **Grady Spears**, who is also a frequent guest chef on shows such as the Food Network's *The Cowboy's Kitchen* and *Food Fights*, will work with 2009 PBR World Champion and Team Enterprise member **Kody Lostroh**.

Serving as emcee and master chef will be **Ray Lampe**. Lampe, commonly referred to as Dr. BBQ in the food industry, is a barbecue expert and travels the country as spokeschef for The Big Green Egg Grill and Smoker Company.

The chefs and bull riders are not the only star power taking part in the Cook-Off. The panel of celebrity judges includes seven-time bull riding world champion and all around cowboy **Ty Murray** as well as Dallas Cowboys players, PBR Personalities and other celebrities in what is certain to be an All-Star judging panel.

During a drawing to be held during the competition, one lucky fan will win their very own Big Green Egg™ which retails for \$1,000.00.

For more information about the cook-off and other events and activities surrounding the 2010 Dickies Iron Cowboys Invitational, please visit the special PBR event page at: <http://pbrnow.com/competition/bfts/eventload.cfm?id=3243>.

Chef and bull rider bios and photos are available upon request.

**About Big Green Egg:** Big Green Egg Company®, headquartered in Tucker, Georgia, is the world's largest producer and international distributor of ceramic kamado-style cookers. Founded in 1974 by Ed Fisher, the company has an impeccable reputation for offering top quality products and excellent customer service. The EGG® offers unmatched cooking flexibility and capabilities that surpass all other conventional cookers combined. It is a smoker, a grill and an oven and you can cook literally any food in it year around. Five sizes of the EGG® and an extensive line of EGGcessories™ are available in barbecue and hearth specialty stores, pool and patio shops and select hardware and garden/nursery outlets. For more information or to find a retailer near you visit [www.biggreenegg.com](http://www.biggreenegg.com).

**About the PBR:** More than 100 million viewers tune in each year to the PBR on FOX, NBC, VERSUS and on a host of foreign networks across the globe. With approximately 400 hours of prime time programming annually PBR ranks among the most prolific sports on air, in addition to attracting over one and one half million live event attendees each year with its multi-tiered event structure which includes the marquee Built Ford Tough Series and Touring Pro Division. The PBR is headquartered in Pueblo, Colo., and has over 1,200 PBR bull riders compete in more than 300 PBR sanctioned competitions in the United States, Australia, Brazil, Canada and Mexico.

For more on the PBR, please visit [www.pbr.com](http://www.pbr.com), [www.teampbr.com](http://www.teampbr.com), [www.pbr.tv](http://www.pbr.tv), [www.myspace.com/teampbr](http://www.myspace.com/teampbr), [twitter.com/teampbr](http://twitter.com/teampbr), [www.facebook.com/TeamPBR](http://www.facebook.com/TeamPBR), or [www.pbr.com/worldfinals/](http://www.pbr.com/worldfinals/).

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