



For Immediate Release
April 2010

MMPR Marketing
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Make a Big ‘GAP’ in Your Weekend

The Great Arizona Picnic, one of Arizona’s favorite events, returns with two days of music, food and fun on Saturday, April 17 and Sunday, April 18

Who: Families, friends and food aficionados ready to experience this unique weekend of fun in the sun with exceptional tastes, tunes and thrills.

What: The Great Arizona Picnic puts the EAT in retreat with two days of incomparable excitement. Going on its 32nd year and holding the title of “longest running festival of its kind”, the Scottsdale Culinary Festival’s “GAP” is hosted on the gorgeous grounds of the Scottsdale Civic Center. Saturate your senses with tastings from Valley favorites, live entertainment, play-area activities for children, and an assortment of fine spirits, beers and wine.

On Saturday, patrons of the picnic can watch nationally recognized expert chefs demonstrate and share their culinary talents. Sunday brings four chefs together to compete in the legendary Challenge to the Chefs event. The thrilling affair puts chefs against the clock with a basket of mystery ingredients to be transformed into a grandiose appetizer. Throughout the weekend, over 50 food vendors will provide their delectable wares to taste, the Absolut Bistro will serve thirst quenching cocktails, Camarones Margarita Village will offer top-shelf Patron margaritas, and the Southwest Festival of Beers sponsored by New Belgium will supply samplings of frosty beers. Continuous live performances span the entire two day event, with performers such as Alice Tatum, Rock Lobster, The Jeff Hunt Band, The Chris Parker Project, Gigi Dixon, The Chuck Hall Band and many more (full entertainment list attached). Come soak up the intriguing sights, rocking sounds, delicious smells and warm sun of this renowned culinary promenade, the Great Arizona Picnic!

When:	Saturday, April 17	GAP Noon – 9 p.m.	Cooks and Corks/Cooking Demos 12:30 p.m. – 4:30 p.m.
	Sunday, April 18	GAP Noon – 6 p.m.	Challenge to the Chefs Starting at 1 p.m.

Where: Scottsdale Civic Center Plaza
7374 E. Second St.
Scottsdale, AZ 85251
(Second Street and Drinkwater Boulevard)

Admission: Tickets can be purchased upon arrival for \$10; \$1 tasting coupons
The Scottsdale League for the Arts is a non-profit (501(c)3) charitable organization that raises funds for arts and arts education programs throughout Arizona. Since 2002, the League has contributed more than \$3.2 million to numerous organizations benefiting children such as Ballet Arizona, Childsplay, Free Arts of Arizona, Greasepaint Youth Theatre, Jazz in Arizona, Phoenix Boys Choir and the Scottsdale Center for the Arts. For additional information about the League or about becoming a member or volunteer, contact SLA at 7309 E. Evans Rd., Scottsdale, AZ 85260 or visit the Web site, www.ScottsdaleCulinaryFestival.org.

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2010 GAP Entertainment Lineup

Saturday April 17th

Fountain Stage

Noon – 2 p.m.	Alice Tatum
2:30p.m. – 4:30p.m.	Sugar Thieves
5 p.m. – 7 p.m.	Big Nick & GM
7:30p.m. – 9 p.m.	Rock Lobster/ Chadwicks

Amphitheater Stage

Noon – 2 p.m.	Jeff Hunt Band
2:30p.m. – 4:30p.m.	The Heymakers
5 p.m. – 6:30p.m.	Marmalade Skies
7 p.m. – 9 p.m.	Chris Parker Project

Sunday April 18th

Fountain Stage

Noon – 1:45p.m.	Gigi Dixon
2:15p.m. – 4 p.m.	Shelby James & The Cryin' Shames
4:30p.m. – 6 p.m.	The Chuck Hall Band

Amphitheater Stage

Noon – 1:45p.m.	Desert Gumbo Band
2:15p.m. – 3:50p.m.	Big Daddy D/Dyno
4:40p.m. – 6 p.m.	Cold Shot HH

Beer Garden

Saturday 1 p.m. – 7 p.m.	Instant Classics
Sunday 1p.m. – 5 p.m.	Instant Classics