



## **The 2011 Scottsdale Culinary Festival Welcomes Members of the Media!**

Welcome to the 2011 Scottsdale Culinary Festival Press Center. This area of the website will provide you with all the information you need to gain access to select Festival events planned between **Tuesday, April 5<sup>th</sup>, 2011 to Sunday, April 10<sup>th</sup>, 2011.**

In order to provide access, we require that each member of the media interested in covering the 2011 Scottsdale Culinary Festival complete a request for media credentials which includes:

1. A completed Media Registration Application (one application per person, included below)
2. A letter on company letterhead from your editor/producer assigning you to cover the 2011 Scottsdale Culinary Festival
3. A recent copy of the publication or program you represent (please include circulation/audience information)

The Scottsdale League for the Arts will confirm receipt of your completed application via email. Upon reviewing the applications we will allocate press tickets based on a combination of the following criteria: confirmation of coverage, availability, as well as advance publicity opportunities for the 2011 Festival.

If your request is granted, you will be notified via email and instructions for picking up press tickets will be given at that time. Each ticket is valid for one specific event, and that ticket will only grant access to that event alone. Due to limited capacity, we cannot guarantee that you will be granted access to all requested events.

The next steps are easy, just hit the deadlines!

Submit the aforementioned items no later than **Tuesday, March 15, 2011.** You will be notified no later than **Friday, March 25, 2011** of your ticket accommodations and how to connect with your tickets.

Please visit [www.scottsdaleculinaryfestival.org](http://www.scottsdaleculinaryfestival.org) frequently to stay updated on everything Festival related, including press releases, chef portraits and bios.

**Please send application materials and all press inquiries to:**

**MMPR Marketing – Riley Kisse**

p: 602-264-2655

f: 602-264-2633

e: [riley@mmpmarketing.com](mailto:riley@mmpmarketing.com)

**For pre-Festival coverage**, you may access high resolution images from the 2010 Scottsdale Culinary Festival by logging in to our Flickr site:

- 1) Go to [www.flickr.com](http://www.flickr.com)
- 2) Log in using the following:
  - a. Username: [scottsdaleculinaryfest@yahoo.com](mailto:scottsdaleculinaryfest@yahoo.com)
  - b. Password: scf2011
- 3) Click on "You"
- 6) Select picture you would like to download
- 7) Click on "Actions" above the picture
- 8) Click "View all sizes"
- 9) Select size you would like to download
- 10) Select "download picture"

We look forward to seeing you in beautiful Arizona at the 33<sup>rd</sup> annual Scottsdale Culinary Festival!

**Media Credential Application begins on pg. 3 below.**



33<sup>rd</sup> Annual Scottsdale Culinary Festival  
April 5-10, 2011

**Media Registration Application/Ticket Request**

Deadline for submission: **March 15, 2011**

You will be notified of your ticket status no later than **March 25, 2011**

Submit by mail:

Riley Kissee  
MMPR Marketing  
1940 E. Camelback Rd. Suite 207  
Phoenix, AZ 85016

Electronic Submission:

[riley@mmpmarketing.com](mailto:riley@mmpmarketing.com)

**CONTACT INFORMATION**

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Address: \_\_\_\_\_

City, State/Country, Zip Code: \_\_\_\_\_

Telephone: \_\_\_\_\_

Email: \_\_\_\_\_

**PUBLICATION/OUTLET INFORMATION**

Primary Publication/Outlet \_\_\_\_\_

Form (please circle):            **NEWSPAPER**                            **MAGAZINE**  
Frequency (please circle): Daily      Weekly      Bi-Weekly      Monthly      Quarterly  
Distribution (please circle):    Local                      Regional              National              International

Circulation: \_\_\_\_\_

**TELEVISION**

Distribution (please circle):    Regional        National        International

Call Letters: \_\_\_\_\_

Network: \_\_\_\_\_

Program Name: \_\_\_\_\_

**RADIO**

Distribution (please circle):    Regional        National        International

Program Name: \_\_\_\_\_

**WIRE SERVICE** (please circle)

Photo            News            Entertainment

Local            National        International

**ONLINE/BLOGS**

URL: \_\_\_\_\_

Hits per month: \_\_\_\_\_

Editor/Producer: \_\_\_\_\_

Telephone: \_\_\_\_\_

Address (if different from above): \_\_\_\_\_

Additional Publication/Outlet: \_\_\_\_\_

Market: \_\_\_\_\_

Additional Publication/Outlet: \_\_\_\_\_

Market: \_\_\_\_\_

**TYPE OF COVERAGE**

Briefly describe stories and length of coverage

## **Media Ticket Request Form**

*(please note that ticket requests are not guaranteed and will be confirmed in March)*

For event descriptions and information, please visit [www.scottsdaleculinaryfestival.org](http://www.scottsdaleculinaryfestival.org)

### **TUESDAY, APRIL 5, 2011**

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❑ **The Kickoff Party Pre-Dinner**

Location: Sushi Roku

Time: 6:00 p.m. – 8:00 p.m.

❑ **The Kickoff Party**

Location: SHADE at W Scottsdale

Time: 7:00 p.m. – 10:00 p.m.

❑ **Arizona Culinary Hall of Fame**

Location: Technique Restaurant at Le Cordon Bleu College of Culinary Arts

Time: 7:00 p.m.

### **WEDNESDAY, APRIL 6, 2011**

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❑ **Chef Tribute Dinner**

Location: J&G Steakhouse at The Phoenician

Time: 6:30 p.m.

❑ **Bubbles & Bliss**

Location: Narcisse Champagne Lounge

Time: 7:00 p.m. – 10:00 p.m.

### **THURSDAY, APRIL 7, 2011**

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❑ **The Chocolate & Wine Experience**

Location: Degree 270 at Talking Stick Resort

Time: 7:00 p.m. – 10:00 p.m.

❑ **Friends of James Beard Dinner**

Location: Deseo at The Westin Kierland Resort & Spa

Time: 6:00 p.m. (reception), 7:30 p.m. (dinner)

## **FRIDAY, APRIL 8, 2011**

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❑ **Eat, Drink & Be Pretty Party**

Location: Scottsdale Center for the Performing Arts

Time: 7:00 p.m. – 10:00 p.m.

## **SATURDAY, APRIL 9, 2011**

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❑ **Great Arizona Picnic**

Location: Scottsdale Civic Center Plaza

Time: 12:00 p.m. – 9:00 p.m.

❑ **Cooks & Corks**

Location: Scottsdale Center for the Performing Arts

Time: 12:00 p.m. – 4:30 p.m.

❑ **Chef Wine Dinners** (*media tickets not available for this event*)

Location: Various Restaurants

Time: 6:30 p.m.

## **SUNDAY, APRIL 10, 2011**

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❑ **Wine Country Brunch**

Location: Scottsdale Resort & Conference Center

Time: 11:00 a.m. – 2:00 p.m.

❑ **Great Arizona Picnic**

Location: Scottsdale Civic Center Plaza

Time: 12:00 p.m. – 6:00 p.m.

❑ **Cooks & Corks**

Location: Scottsdale Center for the Performing Arts

Time: 12:00 p.m. – 4:30 p.m.

❑ **Best of the Fest** (*media tickets not available for this event*)

Location: Hyatt Regency Scottsdale Resort & Spa

Time: 6:30 p.m.

