



For Immediate Release
February 2011

MMPR Marketing
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WEEKEND: The Great Arizona Picnic™

The **Great Arizona Picnic™** returns with two days of music, food and fun

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 into its 33rd year, the Scottsdale Culinary Festival's "GAP" is hosted on the gorgeous grounds of the Scottsdale Civic Center. Culinary revelers can saturate the senses with tastings from Valley favorites, play-area activities for children, live entertainment, and an assortment of fine spirits, beer and wine.

Always wanted to try a restaurant but haven't had the chance? Throughout the weekend, the Picnic is the perfect opportunity to sample fare from **over 50 restaurants**.

Feeling thirsty after all that food? Guests can quench their thirst at a number of specialty areas. The **SKYY Bar** has mixologists concocting inventive vodka cocktails. **The Patrón Experience** ensures tequila-fans are well acquainted with agave. The **Southwest Festival of Beers™ presented by New Belgium** will supply samplings of over 200 frosty beers. The **Robert Mondavi Discover Wine Tour** allows for a wine exploration with seminars, tastings and demonstrations.

A new feature this year will be **The GAP Card**. That's right, no more tasting tickets! **The GAP Card** is the only thing needed to gain admission to all the Picnic's specialty areas and to purchase food & beverages. Simply load any value you'd like at a *GAP Card Booth* located throughout the event grounds and purchase food and drinks all day with one card. Receive a refund for any unused portion...it's that easy!

The **Great Arizona Picnic™** is fun for the entire family, especially if you visit the **Family Zone**. Children can enjoy bounce houses, food themed activities and snacks made specifically for them.

All weekend, patrons of the Picnic can watch nationally renowned chefs demonstrate and share their expert culinary talents at **Cooks & Corks™** while gaining access to tastings from select restaurants and a variety of wineries.

Continuous live performances span the entire two day event, with performers such as *Elvis Before Noon*, *EastonAshe*, *Mogollon*, *Marmalade Skies*, *Young Country* and many more (full entertainment list below).

Ever wonder how a trained chef would make your favorite meal? Saturday will have the best local chefs teaching culinary tips and tricks with **Saturday Cooking Demos**.

Sunday brings 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 and an entrée.

Come soak up the sights, sounds, smells and tastes of this classic culinary escapade, the **Great Arizona Picnic™!**

When: Saturday, April 9 GAP Noon – 9 p.m. Cooks & Corks™ 12:00 p.m. – 4:30 p.m.

Sunday, April 10 GAP Noon – 6 p.m. Challenge to the Chefs™ at 1 p.m. Cooks & Corks™ 12:00 p.m. – 4:30 p.m.

Where: Scottsdale Civic Center Mall
7380 E. Second St.
Scottsdale, AZ 85251
(Second Street and Drinkwater Boulevard)

Admission: Tickets can be purchased upon arrival for \$10; GAP Cards can be purchased for any value and unused funds can be refunded.

2011 GAP Entertainment Lineup

Saturday April 9th

Fountain Stage

12 – 1:45 p.m. Elvis Before Noon
2:15 – 4:15 p.m. Keltic Cowboys
4:45 – 6:45 p.m. Mogollon
7:15 – 9 p.m. Cold Shott & the Hurricane

Barefoot Stage

Noon – 2 p.m. Young Country
2:00 – 2:15 p.m. True to Life
5 – 6:30 p.m. Marmalade Skies
7 p.m. – 9 p.m. Bounce

Beer Garden

1 – 7 p.m. Instant Classics

Sunday April 10th

Fountain Stage

Noon – 1:30 p.m. Big Nick and the Gila Monsters
2:00 – 3:30 p.m. EastonAshe
4:00 – 6 p.m. Turning Point

Barefoot Stage

Noon – 2 p.m. Herndon Brothers
2:30 – 4 p.m. Groove Merchants
4:30 – 6 p.m. Powerdrive

Beer Garden

1 – 5 p.m. Instant Classics

TUESDAY APRIL 5 th	WEDNESDAY APRIL 6 th	THURSDAY APRIL 7 th	FRIDAY APRIL 8 th	SATURDAY APRIL 9 th	SUNDAY APRIL 10 th
The Kick Off Party — Arizona Culinary Hall of Fame™	Bubbles & Bliss — Chef Tribute Dinner	The Chocolate & Wine Experience — Friends of James Beard Benefit Dinner	— Eat, Drink & Be Pretty Party —	Great Arizona Picnic™ — Cooks & Corks™ — Chef Wine Dinners	Wine Country Brunch™ — Great Arizona Picnic™ — Cooks & Corks™ — Best of the Fest™

The Scottsdale League for the Arts is a nonprofit (501)(c)3 charitable organization that raises funds for art and art education programs throughout Arizona. Since 2002, the League has contributed more than \$3.5 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, by phone at (480) 945-7193., or visit the Web site, www.LeagueForTheArts.org, or www.ScottsdaleCulinaryFestival.org.