



FOR IMMEDIATE RELEASE
April 11, 2011

THE GUY FIERI FOOD SHOW Adds Zest to Opening of MATRIX:MIDLAND Festival 2011

When: Wednesday, May 25 • 7:30 pm

Where: Auditorium, Midland Center for the Arts, 1801 W. St. Andrews Rd., Midland, MI 48640

Cost: \$50 | \$35 | \$25
"Off Da Hook" Package – \$252
"Kulinary Krew" Package – \$152

Information: Call Ticket Office at (989) 631-8250 or (800) 523-7649 or www.mcfta.org

Find this on our website: <http://www.mcfta.org/OnstageGroups.html#quest>

MIDLAND – Guy Fieri, host of NBC's *Minute to Win It* and three hit Food Network shows, mixes food, fun and Rock n' Roll when MATRIX:MIDLAND Festival 2011 presents **The Guy Fieri Food Show**, Wednesday, May 25, 7:30 pm, at Midland Center for the Arts! Instantly recognized by his platinum spiked hair and signature sunglasses worn backwards, Guy Fieri appears one night only for an unscripted evening mixing the best elements of a live cooking show, the fun of a variety revue, and the non-stop adrenaline rush of a rock concert. Fieri will take the recipes from the page to the stage and feature preparation of key dishes from his upcoming cookbook – *Guy Fieri Food*, due May 3 (William Morrow, an imprint of Harper Collins) – complete with interactive cooking stations and secret tips, as well as behind-the-scenes stories from the road, and much more. The Guy Fieri Food Tour is sponsored by The national Pork Board. Event co-sponsors are Pioneer Sugar and Fabiano Brothers, with support from LaLonde's Markets.

Tickets are \$50, \$35 and \$25, and are available at mcfta.org or by calling the Ticket Office at (989) 631-8250 or (800) 523-7649. Also offered are 2 exclusive seating opportunities:

- **S-O-L-D O-U-T!! "Off Da Hook" Package: \$252.** Includes premium onstage seating, a chance to sample the food prepared by Guy Fieri, tour laminate, a copy of the cookbook *Guy Fieri Food*, a pre-show meet-and-greet with Guy and more. These tickets are limited, available for patrons ages 21 and older, and must be picked up at the Ticket Office the night of the show.
- **"Kulinary Krew" Package: \$152.** Includes prime orchestra seating in rows AAA – C, tour laminate, copy of the cookbook *Guy Fieri Food*, a pre-show meet-and-greet with Guy and more. These tickets are limited and must be picked up at the Ticket Office the night of the show.

Australia-based flair bartender Hayden "Woody" Wood, entertainer and author of *The Liquid Kitchen*, will serve as the show's opening act and onstage mixologist. L.A.'s DJ Cobra will spin the show's soundtrack from the comfort of his wild, orange fur-covered DJ booth, starting with the customary introduction of Fieri to the rocking theme of Motley Crue's *Kick Start My Heart*.

GUY FIERI

Today this "Culinary Rock Star" appears on four popular shows on the Food Network: *Guy's Big Bite*; *Diners, Drive-ins and Dives*, where he travels across the country to find the most original and delicious food that America has to offer; the special series *Tailgate Warriors*; and as a guest judge on *Next Food Network Star*.

In October 2008 Guy released his first book based on his widely popular show. *Diners, Drive-ins and Dives: An All-American Road Trip ... with Recipes!* (William Morrow) offers recipes and memorable stories from establishments Guy has visited around the country. A follow-up book, *More Diners, Drive-ins and Dives: Another Drop-Top Culinary Cruise Through America's Finest and Funkiest* (William Morrow), hit stores in November 2009. Both editions landed in the #1 spot on *The New York Times* best-seller list for more than 12 weeks.

In May 2011 Guy will release his first cookbook, *Guy Fieri Food* (William Morrow), which will include more than 125 original recipes, full-color photos and cooking tips. That same month he will combine the worlds of food and rock 'n' roll and embark on his second-ever cross-country tour. Guy's first tour, "The Guy Fieri Road Show," took place in November 2009 and toured 21 cities in 30 days at venues that seated 2,000-5,000 fans.

www.guyfieri.com

MATRIX:MIDLAND presents professional, world-class entertainment to the mid-Michigan region. For over 30 years, Matrix has hosted an extraordinary schedule of cutting-edge entertainment including cinema, music, comedy, family programs, world-renowned authors and more.

Midland Center for the Arts, Inc. is a non-profit, tax-exempt corporation formed under the laws of the State of Michigan incorporating six groups: Alden B. Dow Museum of Science and Art, Center Stage Theatre, MATRIX:MIDLAND, Midland County Historical Society, Midland Symphony Orchestra, and Music Society – Choral. Activities at Midland Center for the Arts are supported in part by the Michigan Council for Arts and Cultural Affairs, a partner agency of the National Endowment for the Arts. For the latest Center news, visit our web site at www.mcfta.org.

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