



FOR IMMEDIATE RELEASE
May 18, 2011

THE GUY FIERI FOOD SHOW Opens 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: \$25 tickets still available: *Big screen projectors make every seat a great one!*

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#fieri>

MIDLAND –

How well do you know Guy Fieri?

Try completing this sentence: Guy Fieri began his career ...

- 1) Operating a homemade pretzel cart
- 2) Selling his mom's special chocolate chip cookies door to door
- 3) Busing tables in exchange for free meals at a neighborhood BBQ joint

If you answered "1," you're right! His career as a businessman and chef started when he and his dad built the first "Awesome Pretzel Cart." Now Guy's foundation, "The Awesome Pretzel Co. Project," is putting a new generation of pretzel carts into the hands of young people who are eager to learn the same lessons:

- How to handle money
- How to work with people
- How to maintain the pretzel cart
- How to follow health codes
- How to market your business
- How to plan ahead and be prepared
- How to pass these lessons along to those who might follow you

Guy's hope is that young people, with the assistance of adult supervisors, will be inspired and empowered to earn money to pay for their own activities and fundraise for their schools. Visit <http://guyfieri.com/pretzel.html> to learn more about "The Awesome Pretzel Co. Project."

Don't miss YOUR chance to see GUY FIERI – LIVE ON STAGE!

MATRIX:MIDLAND Festival 2011 presents **The Guy Fieri Food Show**, Wednesday, May 25, 7:30 pm, at Midland Center for the Arts! It's 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. One night only! \$25 tickets still available. Follow along with Guy! Big screen projectors make every seat a great one! Buy at mcfta.org or by calling the Ticket Office at (989) 631-8250 or (800) 523-7649.

The Guy Fieri Food Tour is sponsored by the National Pork Board
Co-sponsored by Pioneer Sugar, Fabiano Brothers, Inc., with support from LaLonde's Markets

www.guyfieri.com

GUY FIERI

Guy Fieri, host of NBC's *Minute to Win It*, 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. 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.

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*.

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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