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Tuesday, April 21, 2009

Gold Star Chili Launches "The Flavor of Cincinnati" Trivia Promotion

Contributed By Gold Star Chili

Every Player Wins with Purchase of a Combo Meal; Grand Prize Winner Receives a Year of Free Family Entertainment at Greater Cincinnati's Top Attractions

April 21, 2009 – CINCINNATI, OH - Gold Star Chili is launching The Flavor of Cincinnati Trivia Promotion, giving customers the opportunity to mix their love of Cincinnati-style Chili with arts, cultural and sports attractions – all of which are within a day's trip from Lawrenceburg. For those watching their pennies in this economy, Gold Star Chili is providing the perfect way to win a day's getaway to a nearby attraction. The Flavor of Cincinnati Trivia promotion runs through June 14.

With the purchase of any Gold Star Chili combo meal, customers will receive a game piece with two parts: one they can peel off to instantly win an instant prize and one which contains a multiple choice question that customers can answer and mail in to enter to win grand and second prizes of Cincinnati entertainment. Instant-win prizes include food prizes, food discounts and discounts on Gold Star Chili's customizable t-shirts.

Gold Star Chili recently launched customizable t-shirts, allowing Cincinnati-style Chili fans to proudly display their own personal ordering styles, from those who prefer the classic 3-Way to those who order their chili inverted. Gold Star Chili fans can instantly win a discount on their online t-shirt order by participating in the Flavor of Cincinnati Trivia promotion. The t-shirts are available for purchase on www.chililownusa.com.

The Grand Prize, valued at more than \$3,325, includes:

- Family memberships to the Newport Aquarium, Cincinnati Museum Center, Cincinnati Nature Center, Reds Hall of Fame and the National Underground Railroad Freedom Center
- Two tickets to three Cincinnati Bengals games during 2009
- Four tickets to the Meijer 300 at Kentucky Speedway
- Four tickets to the Five Show Series: The Marx Theatre Package at Playhouse in the Park
- A family four-pack to two Cincinnati Reds game during 2009
- Season ticket four-pack for the Northern Kentucky University Basketball season at the Bank of Kentucky Center
- A family four-pack to the Nutcracker at the Cincinnati Ballet
- A family four-pack to The Beach Waterpark, Kings Island, the Cincinnati Zoo and Coney Island
- A family four-pack for the Florence Freedom 2009 season

Gold Star will also award hundreds of second place ticket prizes and free passes to Greater Cincinnati's top attractions. Customers can access a full listing of the prizes at www.goldstarchili.com.

"This value-packed promotion is the perfect complement to our new brand platform, The Flavor of Cincinnati," according to Gold Star Chili Director of Marketing, Charlie Howard. "The extensive and diverse elements of the promotion's grand prize package, along with the 150 Cincinnati trivia questions, reflect the rich sports, arts, cultural and historic flavor of Greater Cincinnati. Gold Star Chili is 'pure Cincinnati and proud of it' and this promotional campaign mirrors the pride we have in our city and in our very own hometown dish, Cincinnati-style chili."

Cincinnati-style Chili fans can play the Flavor of Cincinnati Game at the Lawrenceburg Gold Star Chili, located at 1201 West Eads Parkway.


ABOUT GOLD STAR CHILI

Greater Cincinnati is Chililtown USA and Gold Star Chili is The Flavor of Cincinnati. It strives to be the restaurant that best understands and promotes the passionate, personal and emotional connection that the people of Cincinnati have with their very own hometown dish, Cincinnati-style chili. Gold Star now has nearly 100 restaurants located throughout Ohio, Kentucky and Indiana and operates concessions at Paul Brown Stadium, The Bank of Kentucky Center, Children's Hospital, and the Greater Cincinnati/Northern Kentucky International Airport. To join the Gold Star Chili eClub or for more information, please visit www.goldstarchili.com.

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