



The Flavor of Cincinnati™

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Gold Star Chili Teams Up with the Marvin Lewis Community Fund

CINCINNATI, OHIO – April 26, 2010 Gold Star Chili, the official Chili of the Cincinnati Bengals, has partnered up with the Marvin Lewis Community Fund to support its community outreach programs and help empower, educate and inspire individuals.

Throughout the year, Gold Star Chili will be involved in numerous Martin Lewis Community Fund events & programs including:

Cincinnati Scurry- On April 16, Gold Star Chili provided Cheese Cones for the Cincinnati Scurry, a fundraising event similar to The Amazing Race. Each corporate team involved had to stop and eat four Cheese Cones before receiving their next clue to continue the scurry.

Marvin Lewis Golf Classic- On May 23, Gold Star Chili's Chilimobile will be serving Cheese Cones to the MLCF Golf Classic participants. A Chilimobile event/block party for 100 people will be offered in a silent auction to help raise money for the Marvin Lewis Community Fund.

Marvin Lewis Coaching Clinic- From June 4-5, Gold Star Chili will provide Cheese Cones for lunch during the Marvin Lewis Coaching Clinic and will be donating Achievement Awards for each coach to use to reward their players.

Marvin Lewis Football Camp- On June 10, Gold Star Chili will provide lunch for the Marvin Lewis Football Camp. Each camper will also receive a Gold Star Chili Achievement Award for successfully completing the camp.

"Learning is Cool"- is an educational incentive program that rewards students for strong academic performance. Gold Star Chili will provide award coupons for straight A students each quarter. At the end of the school year, the school with the most straight A students will win a Cheese Coney party.

Football 101- is the Marvin Lewis Community Fund's fundraising event that educates attendees about the rules and regulations of the game. Gold Star Chili will provide Cheese Cones and donate a Chilimobile event for a silent auction team.

Hometown Huddle- is an NFL/United Way community program that encourages volunteerism and being involved in your community. Gold Star Chili's Chilimobile will be at the event to feed the 300 volunteers.

The in kind contribution from Gold Star Chili exceeds \$10,000. "At Gold Star Chili we strive to make a positive difference in our community by participating in events and causes that are important to the individual neighborhood as well as the City of Cincinnati" said Samir Daoud, Retail Sales and Marketing Manager at Gold Star Chili.

ABOUT GOLD STAR CHILI

Greater Cincinnati is Chilitown 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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