

For Immediate Release: December 15, 2009

Media Contacts:

Leslie Lindeman, (401) 624-2828

Mary Wall, Show Manager, (508) 889-8113, mwall@planaheadevents-provmetro.com

**Leslie Lindeman Contracted to Promote
Inaugural Winter Chili-Festival**



Mary Wall, show manager for the inaugural Winter Chili-Festival set to take place next February in Providence, recently announced that the Chili Festival Group had contracted [Leslie Lindeman](#) to help promote this fun family event. Leslie is already hard at work producing and distributing press releases and building content for the event website. She will also seek out media partners, television coverage, and community tie-ins.

"We are pleased that Leslie will be part of this inaugural festival! It's good to know we have someone with all her experience and knowledge working with us."
- Mary Wall

This exciting new family event, will transform the entire 5th floor of the convention center into a chili lover's paradise guaranteed to warm up all who attend on a cold mid-winter day.

"Consumers are making the most of simple pleasures these days and how much simpler can you get than spending the day sampling delicious chili creations with your family?" Leslie said, adding, "I am excited to help launch this mid-winter treat that will benefit local charities, attendees, and exhibitors alike."

Attendees will sample a delicious variety of chili recipes prepared by local and regional cooks. Culinary demonstrations, a chili pepper eating contest, chili cook-offs, a silent auction, a children's play area, and a tailgate lounge with adult beverages and sports on large screen televisions are sure to entertain all. The exhibit hall will feature displays and merchants selling spicy treats, useful cooking utensils, chili-themed apparel and much more. The event website is www.chili-festival.com.

The Chili Festival Group was inspired by a few individuals who have a passion for cooking, competition, community, charity and having a great time with others. Their mission is to ensure that everyone wins by cooking, competing, attending, exhibiting, sponsoring, fundraising, participating, tasting, voting, and learning about chili. In addition, a secondary goal is to provide the ICS chefs with winter venues that create additional opportunities for them to advance to the annual World Cook-Off held annually in the fall.

Over the past 30 years Leslie has provided strategic planning, direction, and writing services for comprehensive marketing plans, public relations campaigns, promotional materials, advertising programs, websites, electronic newsletters, and internet promotions. She has marketed a broad variety of products and services, from 16-foot catamarans to 130-foot luxury yachts, plus historical societies, schools, artisans, house cleaning services,

vacation camps, historic properties, land trusts, caterers, mortgage companies, banks, restaurants, beauty salons, yoga studios, and much more. Visit www.LeslieLindeman.com to learn more.

Calendar Listing

What: Winter Chili-Festival, the first ever in Providence

When: Saturday, February 27, 2010 from 11 a.m. to 6 p.m.

Where: Rhode Island Convention Center, 1 Sabin Street, Providence, RI

Why: For fun, education and to benefit local charities

Who: All ages. \$15 per adult, \$10 per student and senior, Children under 12 free

More: www.chili-festival.com, info@chili-festival.com, (508) 889-8113

More Chili Info

www.chilicookoff.com – International Chili Society (ICS)

http://www.chilicookoff.com/History/history_of_chili.asp - history of chili

http://www.chilicookoff.com/FactsFun/FactsFun_Home.asp - chili facts and fun