



For more information:
Town of Addison | 800.ADDISON
Shiroma Southwest, Autumn Rose Reo | 940.367.0295

Salsa Sunday Release:

SPICE UP YOUR WEEKEND AT SALSA SUNDAY

Things are heating up at Taste Addison 2010 with live Latin music, salsa dancing and a new food competition

Taste Addison has always been known for fantastic food and amazing entertainment, but the excitement at this year's event has been kicked up a notch with the addition of Salsa Sunday! Sunday, May 23 will be a celebration of all things salsa with live music, salsa dancing and the Taste Addison Salsa Competition where contestants will compete for the best salsa recipe.

This fiery event will kick off at noon on the Bowl Stage with the rhythmic sounds of two of DFW's hottest salsa bands, Havana NRG and Sazon. Both of these bands have been entertaining audiences around the country with their Latin rhythms and swinging salsa for many years. Be sure to bring your dancing shoes so you can show off your salsa skills to their tangy tunes. For those with two left feet, there is no need to worry because The Dance Council will be there to help you learn how to move to the beat.

For all you foodies out there, get ready for a spicy showdown of epic proportions with the Taste Addison Salsa Competition, sponsored by Savoye at Vitruvian Park. Contestants will compete for cash prizes, as well as the opportunity to demonstrate their recipe on stage at Taste Showcase. The champion will be sharing the stage with the best of the best, including Food Network's Ted Allen for Robert Mondavi's Discover Wine and local chef favorites like Richard Chamberlain. The three competition categories include a traditional salsa, fruit salsa and a salsa verde. Three finalists from each category will be chosen to go on to compete for the Grand Prize. If you think your salsa recipe has what it takes to heat up the competition, make sure you submit it by May 7! Rules, regulations and application information are all available at www.addisontexas.net.

Event Information:

Win a trip for two to Napa Valley: The vacation includes round-trip airfare for two from Dallas to San Francisco, two nights hotel accommodations, transportation and VIP tour and tasting at Robert Mondavi Winery. Visit www.addisontexas.net for more information and rules. Get your entry form at local DFW Albertsons' customer service counters. Contest ends 5/31/10.

Spend the Night in Addison: Make it a *Taste Addison* weekend with the "Spend the Night in Addison" hotel package. Packages include hotel specials ranging from \$49-89, two free admission tickets, \$10 in Tasty Bucks and many restaurant special coupons. For more information, visit: www.addisontexas.net.

GET TASTY WITH TASTE ADDISON – ADD3

For the most current schedule of this year's *Taste Addison* entertainment, demonstrations and a complete list of hotel and restaurant specials, visit <http://www.addisontexas.net/events/tasteaddison>.

Date: *Taste Addison 2010*
May 21-23, 2010

Friday, May 21	6 p.m. – Midnight
Saturday, May 22	Noon – Midnight
Sunday, May 23	Noon – 5 p.m.

Location: Addison Circle Park
4970 Addison Circle Drive, Addison, Texas 75001

Tickets: Gate Admission - Adults: \$5 before 5 p.m./\$15 after 5 p.m.
Children 3 and under are free.
Discount Tickets – Discount tickets (\$10 anytime) are sold at DFW area Albertsons beginning April 21.
Additional ticket information is available online at www.addisontexas.net

Sponsors: Lincoln/ Mercury, Albertsons, Bud Light, Jack FM, Lite FM, Time Warner Cable, Robert Mondavi Discover Wine

General Info: Call 1-800-ADDISON or visit www.addisontexas.net.

Media: For media inquiries, including interviews, photos, b-roll, etc. contact Autumn Rose Reo at 940-367-0295 or autumn@shiromasouthwest.com.

###