

# News Release

FOR IMMEDIATE RELEASE

CONTACT: Katie Garren

katie.garren@cancer.org



## **Battle of the Batter set for Sunday July 29, 2012**

On July 29, local bakers will join the American Cancer Society in the fight against cancer. The Battle of the Batter will be held from 4 p.m. to 6 p.m. at The Charles

Battle of the Batter is a cupcake war between both professional and home bakers. The professional and home bakers will not be competing against each other. Professional bakers will be judged by a panel of judges and home bakers will be judged by the public.

Tickets to attend this event are \$25. They can be purchased on the Battle of the Batter website at [www.battleofthebatter.org](http://www.battleofthebatter.org). Entry to the event requires a ticket.

Attendees will receive six professionally baked cupcakes of their choice to take home and will have the opportunity to sample each of the home baked cupcakes.

There is a limited amount of tickets available, so reserve early on the event website.

All proceeds from this event benefit the mission of the American Cancer Society, which includes local patient programs, research, and awareness.

The event will be held at The Charles which is located at 308 East Main Street Johnson City, TN.

There are six different categories for professional bakers to compete in. They include the Best Birthday Inspired Cupcake, Best Filled Cupcake, Best Around the World Cupcake, Most Creative Themed Cupcake, Best Alternative Cupcake and the Best Alcohol Inspired Cupcake.

Home bakers may compete in two categories which include the Best Birthday Inspired Cupcake and the Most Original Cupcake.

Trophies and plaques will be awarded to winners in each category and will receive public recognition.

A “Best in Show” will be awarded from both the home and professional category. The overall winner from each category will receive a prize pack.

Professional competitors who will be appearing at Battle of the Batter include Cakes in a Cup , Judy’s Bakery, The Crazy Cupcake Café & Bakery, Mona Lisa’s Gelato, Bonnie Kate café, Teresa’s Custom Cakes and the Southeast Culinary & Hospitality College.

Bakers may register to compete on the event website. Professional bakers must provide five dozen cupcakes for attendees and a \$50 entry fee. Home bakers must provide three dozen cupcakes per category for the public to judge and a \$20 entry fee. For more information on how to register as a competitor in Battle of the Batter, call 423-282-7001.

For more information on the Battle of the Batter event, visit [www.battleofthebatter.org](http://www.battleofthebatter.org) or call 423-975-0635.

###