



Think you have what it takes to judge like Simon Cowell? Here is your chance.

The Crew Chef Challenge, a NASCAR team member cooking competition, has put together a sweepstakes to spice up the contest. One very lucky winner will have the opportunity to become a Celebrity Judge at the Crew Chef Challenge, Friday, July 30 at Pocono Raceway.

Long Pond, PA ([PRWEB](#)) June 10, 2004 -- The Crew Chef Challenge, a NASCAR team member cooking competition, has put together a sweepstakes to spice up the contest. One very lucky winner will have the opportunity to become a Celebrity Judge at the Crew Chef Challenge, Friday, July 30 at Pocono Raceway. The fortunate individual will join a discerning group of judges featuring none other the former Winston Cup Champion Benny Parsons. Each judge will have the task of evaluating all Crew Chef entries based on creativity, presentation, taste and showmanship. RACE Motorsports Marketing event coordinator Jim Zebert reports "Simon Cowell has turned judging into an art. He has done such a tremendous job at carefully selecting incredible talent that we felt the Crew Chef Challenge needed this type of element for our event. We have determined that very few people could fill his shoes. To insure the highest level of professionalism and an abundant knowledge of the sport each entrant must answer a few trivia questions about Pocono Raceway to win. We feel that a new authority on the art of judging a competition will be born at the Crew Chef Challenge in 2004.Â" □

For complete contest rules and a chance to enter the sweepstakes visit www.racesports.net or www.poconoraceway.com

About the Crew Chef ChallengeÂ©- The event is a cooking competition for the NASCAR team cook or Crew Chef. The Challenge will provide the team members an opportunity to display their culinary talents before a live and television audience. A cookbook titled "Taste of Victory" will be published to commemorate the event. Racing fans from across the country have contributed their favorite race day recipes to be included in the book. A portion of the event and cookbook proceeds will be donated to Victory Junction Gang Camp. Our event sponsors include Kingsford® Charcoal, KC Masterpiece®, Weber® and Savannah Gourmet Onions.

About RACE Motorsports Marketing LLC- RACE is a marketing firm devoted strictly to the motorsports industry. The firm will demonstrate that a well designed motorsports strategy will create brand recognition, offer revenue generating opportunities, and develop not just any relationship with clients but a "Power Relationship." □



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