



Crew Chef Challenge highlights line up of events scheduled Friday, July 30 at Pocono Raceway.

The time has finally arrived for 12 NASCAR team Crew Chefs to match wills, wits and spices at the 2004 Crew Chef Challenge. This unique cook-off is scheduled to take place immediately following Nextel Cup qualifying. The grills can be found red hot and ready to go at the Trackside stage area in the infield of the raceway.

Long Pond, PA ([PRWEB](#)) July 24, 2004 -- The time has finally arrived for 12 NASCAR team Crew Chefs to match wills, wits and spices at the 2004 Crew Chef Challenge. This unique cook-off is scheduled to take place immediately following Nextel Cup qualifying. The grills can be found red hot and ready to go at the Trackside stage area in the infield of the raceway.

The chefs have spent countless hours carefully planning their culinary creations. The contestants, who represent many of the Nextel Cup teams, will grill their dish to perfection in front of a live audience. Just the right blends of herbs and spices have been considered, no garnish has been left unturned.

The Crew Chef judging panel includes race fans, local personalities and former Winston Cup Champion Benny Parsons. Each judge will award points in 4 categories: Taste, Creativity, Appearance and Showmanship. Fans will have the opportunity to join the action by casting their vote as well. The Fan Fare award was created to involve the crowd and raise money for Victory Junction. Each vote will cost \$1, the chef with the most votes wins! The proceeds from this award will be donated to Victory Junction Gang Camp in the winning chef's name.

The Crew Chef Challenge Corner Store will open for business July 26. Shoppers will find a variety of merchandise along with Taste of Victory A Recipe Collection from the 2004 Crew Chef Challenge. The cookbook is officially licensed by NASCAR. A portion of the proceeds from all cookbook purchases will be donated to Victory Junction Gang Camp. The Crew Chef Challenge Corner Store can be found online at www.racesports.net, just follow the Crew Chef.

About the Crew Chef Challenge©:

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, RJ Burne Pontiac/Cadillac, Simplot and AC/DC Motors, Drives and Pumps.

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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