



FOR IMMEDIATE RELEASE

FOR FURTHER INFORMATION CONTACT:
Elaine Lindecke 314/576-6279
Lindecke & Associates
Public Relations
E-mail: lindecke@att.net

RESTAURANT CHEFS AND AT-HOME COOKS TO PARTICIPATE IN “SAUCEY CHEF” COOK-OFF COMPETITION DURING THE 25TH ANNIVERSARY OF THE ST. LOUIS WORKING WOMEN’S SURVIVAL SHOW AT THE ST. CHARLES CONVENTION CENTER FEBRUARY 24-26

The Missouri Beef Council and radio station WIL sponsor this first-time ever competition for chefs to create their favorite beef recipe, with their all-important sauce emerging as key to winning exciting cook-off prizes!

St. Louis (February 14, 2012) --- Donning chef hats and aprons, St. Louis area restaurant chefs and homemakers will participate in a “Saucey Chef” competition. They will be preparing their favorite beef recipe, and most importantly an accompanying sauce, in an effort to win great contest prizes during the St. Louis Working Women’s Survival Show Friday, February 24, through Sunday, February 26, at the St. Charles Convention Center.

On Friday at 3:30 p.m. on the Cooking Class Stage, two chefs will prepare beef appetizers or tapas with their own signature sauces. Two judges from The Missouri Beef Council, sponsor of the “Saucey Chef” event, and a representative from FEAST magazine will

select the winner. On Saturday at 2 p.m. two chefs will prepare beef entrees with their distinctive sauces and one winner will be selected by the same judges. The two winners will each receive coveted Thermopen thermometers and \$50 American Express gift cards.

Add one/Working Women's Survival Show

On Sunday at 2 p.m. two area homemakers, previously selected from entrants in a WIL radio on-air competition, will recreate their favorite beef recipes and sauces. On-air personality Bo Matthews will select the winner, who will receive a \$250 American Express gift card, a \$100 gift certificate for beef at Shop 'n Save, a trophy and bejeweled chef's hat, and 10 tickets to the Show (previously given). The runner-up will receive a \$50 American Express gift certificate, a \$100 gift certificate for beef at Shop 'n Save and 10 tickets to the show (previously given).

The Cooking Class specialty stage also will be the site for demonstrations by area chefs of their favorite recipes as well as discussions of food preparation and healthy eating choices. Barbara Boehme, representing Weight Watchers, will prepare "Lemony Pea and Arugula salad" Friday at noon, Saturday at 5:30 p.m. and Sunday at 3 p.m. Mary Hostetter, award-winning chef of the Blue Owl Restaurant in Kimmswick, Mo., will create her famous caramel apple pecan pie, dubbed "America's Most Unforgettable Apple Pie" by Yahoo Travel, on Friday at 1:30 p.m., Saturday at 1 p.m. and Sunday at 3:30 p.m. Benjamin Randolph of Stone Hill Winery will demonstrate easy beef preparations Friday at 7 p.m. and Barb Dougherty of Pampered Chef will discuss learning to cook the healthy way Friday at 12:30 p.m. and Saturday at 11:30 a.m.

The Missouri Beef Council Friday at 2:30 p.m., Saturday at 4 p.m. and Sunday at 12:30 p.m. will show how to confidently cook with beef, including different ways to prepare a meal using popular beef cuts, including 29 lean cuts of beef.

Vito La Fata of Vito's Pizzeria will create his favorite recipe, Spaghetti Carbonara, Friday at 5 p.m. At 6 p.m. Friday, Chocolatier Wine Company will introduce the audience to creamy chocolate flavored wines and on Sunday at noon, Donna Lilequist, the executive chef of Mount Pleasant Estates, will create a special favorite, beef Wellington.

Those attending cooking class demonstrations will have the opportunity to enter their name for drawings of \$25 gift certificates for beef at Dierbergs Supermarkets.

The Wine Garden is the place to sample red and white wines from St. Louis area wineries. The wineries include Mount Pleasant Estates, Laszlo Corporation's Hungarian Memrath wines, Les Bourgeois Vinyards and Winery, Stone Hill Winery and St. James Winery. New this year is Chocolatier Wine Company with creamy wines in three chocolate-based flavors. Jellies, jams, wine glasses, wine gift baskets and cheeses will be available for purchase.

Add two/Working Women's Survival Show

Visitors to the Wine Garden can pose for a strip of four photos, enjoying a glass of wine or using several available props, by themselves or with friends, at no charge.

Always popular with Show attendees is the specialty stage: Firm, Fit and Feminine. FitChix Fitness Studio will demonstrate "Cardio Strip-Fit with Pole." This workout routine incorporates cardio workout with dance moves to achieve a long, lean dancer's body, enhancing buns, legs, abs and arms. The demonstration is scheduled for Friday at noon.

Additionally, pole dancing for fitness by Divine Body Fitness is slated for Friday at 2 p.m. and 6 p.m., Saturday at 1:30 p.m., 3 p.m. and 6:25 p.m., and Sunday at 2 p.m. and 3:30 p.m. Divine Body uses a progressive approach to pole dancing fitness to guide and support through comfort and needs levels.

Dance for fitness with Phusia, a fusion of dance styles like jazz and hip hop, employs choreography set to current music by artists such as Flo-Rida, Usher, Pitbull and Christina Aguilera. Kari James, artistic director of Kari James Dance Network, will demonstrate Saturday at 4:30 p.m. and Sunday at 1 p.m.

Mary Peacock, a classical Pilates instructor from the Pilates and Yoga Center of Lake St. Louis, will show attendees how to work out with Pilates exercises, as well as demonstrate yoga routines. She'll be on stage at 1 p.m. Friday, 11 a.m. Saturday and 3 p.m. Sunday.

Do some hula hooping for a high energy cardio workout with trainers from FitChix Studio on Sunday at 12:30 p.m., and Zumba toning with trainers from FitChix on Friday at 3:30 p.m., Saturday at 2 p.m. and Sunday at 1:30 p.m.

Macy's bra fitters will be in the Pampered in Paradise area to fit attendees with properly-styled, figure-flattering bras. Four private areas will be set aside for these fittings and those who

like a particular bra can place an order with Macy's and the bra will be shipped to their home. Macy's will also conduct make-up touch-ups, helping attendees choose the most flattering color lipsticks, blush and eye makeup.

Also in Pampered in Paradise, Origins at Macy's will address "Beauty Emergencies" with make-up and skin care products. Five stations will deal with Aging, Brightening, Oily and Acne Skin, Dry and Dehydrated Skin, and Red and Sensitive Skin. Attendees should go to the station that addresses their concern.

Add three/Working Women's Survival Show

If wrinkles, age spots, lifting and firming are your concern, then the Aging Station is where you'll learn how to deal with this beauty emergency via make-up and skin care choices.

The Bombshell Beauticians will be doing relaxing paraffin wax treatments and eyebrow arches at no cost. After getting an eye brow wax, you can go to the Origins' Aging station and learn how to draw a brow line to make you look younger.

Home Depot at the Ms Fix-It specialty stage will share information on the newest types of paints and the hottest new colors to update your home. You can learn about its Garden Club and at-home services to help with remodeling projects. A children's workshop offers kids the opportunity to create a do it yourself project, which they can take home, at no cost.

Visitors to the Missouri Lottery Main Stage at the Show will find a wide array of entertainers, performers and instructors throughout the three days. Molly Ringwald, film, theatre and television actress and author, will appear Saturday at 3 p.m. She brings a message about how she has balanced motherhood and career, style and fashion, coping with aging, and the ups and downs of an acting career. Ringwald currently appears in "The Secret Life of the American Teenager" on ABC Family and is best remembered for her movies, "Sixteen Candles" and "Pretty in Pink."

Pandemonium erupts from comedian hypnotist Erick Kand's appearance before the audience Friday at 6 p.m. The show causes lots of laughter as audience volunteers undergo hypnosis that's all about having fun. Audiences can laugh and applaud for friends on stage as they've never seen them before, but the individuals who volunteer for hypnosis are the ones who

will have the most fun. Hypnosis is a process that begins with the volunteer's approval and no one is intentionally placed in an embarrassing position.

Presenting Show sponsor is the Missouri Lottery. Co-sponsors are Missouri Beef Council, Honda of Frontenac and Tri-Star Imports, American Family Insurance, Goodwill, Macy's, McDonald's, Home Depot and Shop 'n Save.

The Missouri Lottery, sponsor of the Main Stage, appears on stage several times during the Show to give attendees the chance to win prizes at the "Press Your Luck at the Giant Wheel," including Scratchers tickets. The Lottery booth will offer the opportunity to win a trip for two to Caesar's Palace in Las Vegas, Nev.

Add four/Working Women's Survival Show

Individuals must purchase \$5 "Caesar's Scratchers" tickets and any non-winning tickets will be entered for a chance to win the grand prize --- complete with withholding taxes paid, airfare, 4-day, 3-night stay for two, and \$1,000 cash --- to Caesar's Palace. Two other entries will be drawn to win \$75 in Scratchers tickets.

Veteran stage actor Richard Geary will portray author-humorist and speaker Mark Twain in a one-man show he has presented in theaters across the country. Geary is a native of Hannibal, Mo., as was Twain. Dressed as Twain in the author's signature white suit and string tie, Geary's presentation, scheduled for Friday at noon and Saturday and Sunday at 11 a.m., is titled "Mark Twain Himself: The Women in My Life." The show features the women in Samuel Clemens' life, including his mother Jane, his wife Olivia, a slave Aunt Rachel and his youthful sweethearts. This humorous slice of Americana captures Twain's road shows of 100 years ago when he toured the country. The stories and anecdotes woven into Geary's performance are presented exactly in Twain's own words, as he spoke with wit and wisdom about the women who shaped his life.

Steven Davis, the noted Elvis impersonator, will be on stage Friday at 11:30 a.m. and Saturday at 11:30 a.m. decked out in an Elvis look-alike costume and singing all of the king's favorite and most popular songs. "Mommy First Aid" is sponsoring his appearance.

Kelly S. King, director of education and product development for Modern Masters, a manufacturer of specialty paints for the interior design and theme industries, will present “A Symphony of Metallics,” displaying and demonstrating hand-painted decorative finishes for walls, ceilings, furniture and cabinetry Friday at 4 p.m. and Saturday and Sunday at 1:30 p.m. He will offer tricks known only to professionals in the field and how you can achieve these finishes yourself. He also will discuss current and future trends relating to paint and interior design from old world and contemporary to industrial and exotic. Kelly has traveled around the world training designers and architects to achieve these beautiful finishes.

Fly fishing expert Jim Rogers, representing the Lebanon, Mo. Convention Center, will demonstrate the techniques for successful fly fishing and teach women in the audience how to cast on stage. He also will work with some audience members, showing them how to tie a fishing fly to keep as souvenirs. He’ll be on the Main Stage Friday at 3 p.m., Saturday at 6 p.m. and Sunday at 4 p.m.

Add five/Working Women’s Survival Show

On Friday at 7 p.m. and Saturday at 12:30 p.m., Christine Tierney of New Wave fragrances will introduce the firm’s three fragrance lines: Ed Hardy, True Religion and BCBG. She’ll discuss how to best wear a fragrance, get the most out of your choice, where to apply fragrance at pulse points and how to use fragrance applied over body lotion or cream. Tierney will demonstrate the pyramid concept that makes any scent you use more effective, and discuss floral, woody, citrus and fruit overtones. She’ll offer tips on how to spray hair with fragrance and how to spray fragrance into the air and walk into the space to help refresh a fragrance.

Dress Barn, a national chain of 840 specialty stores, will provide the audience with a sneak peek spring style show Saturday at noon. The presentation will incorporate trends such as lace tops, safari and nautical themes, bohemian and crochet looks, and the most sought after colors: corals and neutrals, as well as bold prints and brights like hot pink and electric blue.

Pazazz, a dance group composed of 18 women, ages 12 to 18 who study ballet, tap, jazz, hip hop, lyrical and modern dance at the St. Louis Academy of Dance in Olivette, Mo., will perform many of their dance routines Sunday at 3:30 p.m. A big favorite last year, their

enthusiasm and professionalism inspired the audience so much that many joined in from their places in the audience.

Two St. Louis sisters, Emily and Lacy Miller, formed “Swing St. Louis” in 1997 to delight audiences with tight harmonies, tap dancing and retro costuming as they perform the timeless hits of the Big Band era and Broadway. The duo endeavors to recreate the musical moods that thrived during the 1940’s and 50’s with favorites such as “Don’t Sit Under the Apple Tree” and “I’ve Got the World on a String.” They’ll appear Friday at 2:30 p.m. and 5 p.m. and Saturday at 6:30 p.m.

American Family Insurance is the sponsor of the “Celebration Tent,” which is the place to party all weekend in recognition of the Show’s 25th anniversary. Mardi Gras beads will be given to all who enter the tent, where visitors can play games at no charge and win prizes at “Big Top Bingo” and “Wheel of Wonder.” Caricaturist Share Faerber will draw distinctive individual portraits at no cost and Steve Collendar will air brush temporary tattoos, also at no charge. DJ Greg Hall will provide music while guests sample a choice of cocktails. American Family Insurance will give out animal print bags.

Add six/Working Women’s Survival Show

Food can be purchased for a charge, as guests enjoy their experience in the “Celebration Tent.” All guests can register to win **one** big giveaway...\$2500 in cash to mark the Show’s 25th year.

Exhibitors drawn from across the country at 370 booths will offer a tremendous array of products and services. Many products are hand-made and therefore unique, one-of-a kind offerings. Find items such as jewelry, handbags, sunglasses, baskets, wall-hangings, kids clothing and toys.

A Sack Sitters station will be located on the lower level of the Convention Center at the base of the escalator to check coats and packages. Attendees can check in as many times as they need. Sack Sitters makes it easier to move around more freely throughout the Show. There is no cost for this service.

Free parking is available at the Convention Center and on Friday and Saturday a free shuttle bus will run from the Ameristar Casino Hotel lower parking lot to the Show every ten to 15 minutes, beginning one half hour before the Show opens and ending one half hour after the Show closes.

Show hours are Friday from 11 a.m. to 8 p.m., Saturday from 10 a.m. to 8 p.m. and Sunday from 11 a.m. to 5 p.m. Tickets are \$9 for adults; \$7 for seniors over 60 and children 6 to 11. Children under 6 are admitted free. Tickets can be ordered and printed online at wwsonline.com in advance and through the dates of the Show. Discounted tickets at \$6.50 are available at all Shop 'n Save locations. Tickets are available at the Convention Center box office days of Show only. Tickets at the box office include a \$1 per ticket service charge.

Bloggers can log onto wwssblog.com for detailed information on exhibitors and what they will be doing at the Show. Also follow the Show on Twitter and connect with the Show on Facebook. Go to wwsonline.com to access Twitter.

For smart phone users download your QR code and find out what is happening minute by minute all three days of the Show.