



FOR IMMEDIATE RELEASE

10th ANNUAL OYSTER EATING CONTEST TO BENEFIT BREAST CANCER RESEARCH

New Jersey's Oyster Bowl brings the community and businesses together to raise awareness and donations for Susan G. Komen for the Cure

More than \$95,000 raised to date

PRINCETON, NJ (January 18, 2009) – Get ready to slurp for the cure. It's the 10th anniversary of the [Oyster Bowl](#), New Jersey's annual oyster eating contest and fundraiser benefiting Susan G. Komen for the Cure Central & South Jersey. New Jersey's Oyster Bowl X is set for Sunday, February 1, 2009 (Super Bowl Sunday). Hundreds of spectators gather to watch contestants devour all the oysters they can in a two-minute period, enjoy the once-yearly chance to have lunch at [Blue Point Grill](#), enter to win fabulous raffle prizes, and participate in family-friendly activities. The fun kicks off at Blue Point Grill restaurant (258 Nassau Street, Princeton) from 11:00 a.m. to 2:00 p.m.

This exciting, annual event has been renamed "New Jersey's Oyster Bowl" to reflect the state-wide attention and participation that this charitable event has garnered. Last year, a corporate team competition was added in addition to the individual oyster eating challenge. Over the past nine years:

- \$95,000+ has been raised for breast cancer research.
- 66,000+ oysters have been shucked for the event.
- 89 oysters eaten in 2008 broke the record and is the number to beat this year.

This year's oyster eating champion will receive a four-night all-inclusive trip for two to Punta Cana or Cancun (courtesy of Nassau Broadcasting Partners and Apple Vacations.com) and the Grand Prize raffle winner will receive a flat-screen television (courtesy of Mrs. G's TV & Appliances). Other raffle prize highlights include four tickets to a Disney Broadway show in New York City, a tasting menu for four at Elements restaurant, along with many fabulous gift certificates to local restaurants and businesses.

Organized by Blue Point Grill restaurant and Susan G Komen for the Cure Central and South Jersey, New Jersey's Oyster Bowl X is made possible through sponsorships from Gold Sponsors: Volvo of Princeton, First Choice Bank, Dey Equine Vets, 94.5 PST and JM Group; Silver Sponsors: Nassau Street Seafood & Produce Company, Borden Perlman and East Point Brand Oysters; and Bronze sponsors Aztec Graphics and Mathematica. Grand prizes are provided by Nassau Broadcasting Partners, Mrs. G's TV & Appliance and Apple Vacations.com. Additional support has been provided by Joel Gibbs Productions,

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Savage Drive Productions, Fennelli Design Group as well as numerous area businesses that have donated raffle prizes.

For a \$45 entry fee (\$200 per four-person corporate team), contestants receive a T-shirt and all the oysters they can eat in two minutes. Prizes are awarded based on the total number of oysters consumed in that time period. To prepare for the anticipated 100 contestants, Blue Point Grill will begin shucking oysters at 8:00 a.m. Volunteer judges and oyster counters will determine the winners.

“We’re delighted to be celebrating the 10th year of the Oyster Bowl -- the momentum just continues to build,” said Nancy Kaplan Healey, Susan G. Komen for the Cure Co-Chair. “To mark the occasion, we’re encouraging participants to each raise \$10 from 10 people, which equates to one mammogram. Participants meeting this fundraising challenge will receive a special gift in appreciation.”

“What started as one businesses charitable fundraiser has grown to become an event anticipated statewide. Remember, you don’t have to be a contestant to join the fun.” said Blue Point Grill Manager, Steve Murray. “Blue Point Grill will be serving lunch throughout the event, with \$10 specials in honor of the anniversary. All proceeds go to Komen for the Cure.”

New Jersey’s Oyster Bowl X event details, including contest rules and online registration can be found at www.oysterbowlnj.com. Contestants may also register on-site between 11:30 a.m. and 12:00 p.m. For more information, interested parties can call Blue Point Grill at 609-921-1211 or visit www.oysterbowlnj.com for up-to-the minute news and raffle prize additions.

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Editor’s Note: Photos, Videos, and Interviews w/ Past Participants as well as Nancy Healey of Susan G. Komen for the Cure are available

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