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**IMMEDIATE RELEASE**

## **13th ANNUAL OYSTER EATING CONTEST TO BENEFIT BREAST CANCER RESEARCH**

*New Jersey's Oyster Bowl raises awareness and donations for  
Susan G. Komen for the Cure Central & South Jersey*

*\$170,000 raised to date*

**PRINCETON, NJ (January 19, 2012)** – Get ready and mark your calendars as the action-packed 13<sup>th</sup> annual [Oyster Bowl](#) is just around the corner! New Jersey's celebrated oyster eating contest and fundraiser kicks off on Super Bowl Sunday, February 5, 2012, from 11:00 am to 2:00 pm. This fun-filled event benefits the Susan G. Komen for the Cure Central and South Jersey Affiliate (Komen for the Cure.)

For the past 13 years, hundreds of spectators have gathered in front of Blue Point Grill at the corner of Nassau and Pine Streets in Princeton to watch individual and corporate team contestants devour all the oysters they can eat in a two-minute period. The highly anticipated event also features a spectacular lunch at Blue Point Grill restaurant, kids' activities, and a raffle with fabulous prizes. To date, the oyster eating record was set in 2009 with 102 oysters consumed in 2 minutes.

This year's 2012 oyster eating champion will receive an amazing prize of an all-inclusive trip for two to the Caribbean courtesy of WPST and Nassau Broadcasting Partners. A raffle will be drawn that day, and the Grand Prize raffle winner will receive a flat-screen television courtesy of Mrs. G's TV & Appliances. Other raffle prize highlights include a golf foursome at Springdale Country Club, Chef Tasting for Four at Elements, a Princeton Getaway at the Nassau Inn and much more!

Presented by Blue Point Grill restaurant, Nassau Broadcasting Partners and Komen for the Cure, New Jersey's Oyster Bowl XIII is made possible through the following Sponsors:

**Community Partners:** The Princeton Regional Chamber of Commerce, Princeton Echo

**Topneck Sponsors:** Borden Perlman, Dey Equine Vets, First Choice Bank, JM Group, 94.5 WPST, B&H Consulting Services, Inc., Mrs. G's TV & Appliances, East Point Brand Oysters, and Joel Gibbs Productions

**Middleneck Sponsors:** Mercedes Benz of Princeton and Trenton Thunder

**Littleneck Sponsors:** Bristol-Myers Squibb, Aztec Graphics, Mathematica Policy Research, Inc., Art Blick, Fennelli Design Group

For a \$50 individual entry fee and \$200 per four-person corporate team entry fee, contestants will try to eat as many oysters as possible 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 determine the winners.

"Oyster Bowl is such a wonderful community event. We are grateful for the dedication of the JM Group, Blue Point Grill and all of our fantastic sponsors," said Nancy Kaplan Healey, Susan G. Komen for the Cure Executive Director. Blue Point Grill GM, Steve Murray, adds "we are proud to host this exciting day and have raised over \$170,000 to support Komen for the Cure. It's great fun for a great cause."

New Jersey's Oyster Bowl XIII event details including contest rules, online registration and up-to-the-minute news and raffle prize additions can be found at [www.oysterbowlnj.com](http://www.oysterbowlnj.com), or for more information, please call Blue Point Grill at 609.921.1211.

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