



FOR IMMEDIATE RELEASE

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## Sam the Cooking Guy Donates his Star Power to help The Salvation Army Kroc Center's Scholarship Fund! *It's the Fourth Annual Fork it Over for Kids Fundraiser!*

### What

**Fork it Over for Kids with Sam the Cooking Guy** is a fundraising event to benefit The Salvation Army Kroc Center Scholarship Fund. This year is the Fourth Annual, and guests will be invited to mix and mingle over appetizers and tastes from local restaurants while listening to exciting live entertainment with an Island theme. Guests will then be seated in the beautiful Joan B. Kroc Theatre where they will be spectators to a live cooking demonstration with Sam the Cooking Guy and an exciting live auction. There will be plenty of surprises in store throughout. As guests exit the performance, they will be served dessert and coffee, and can get Sam's New Cookbook, *Just Grill This*, signed.

**Tickets start at \$50. Call 619.269.1547 to reserve your seats!**

### Why

The goal of **Fork it Over for Kids** is to raise \$50,000 for The Kroc Center Scholarship Fund. This will enable all eligible community members to participate in life-changing programs at The Kroc Center, regardless of ability to pay. Last year alone, this fund helped 2,500 families, seniors and children to realize their dreams.

### When & Where

**Saturday, October 1, 2011 6 p.m.**

The Salvation Army Kroc Center  
6845 University Avenue, 92115

### Who

#### About Sam the Cooking Guy

People say they can't cook. And it's not that they can't - it's that they don't. They've been totally ruined by recipes that call for a ton of ingredients and a million complicated steps. Sam the Cooking Guy is for people who want to eat well, but don't want to spend a year getting there. He doesn't believe in fancy equipment or expensive & hard-to-find ingredients. For the show he cooks at home...with his dog, kids and neighbors sometimes around - like we all do. And all his ingredients come from a regular supermarket. He says its food that's 'big in taste but small in effort'. If you can watch TV - you can cook.