

West Bend®



MEDIA ADVISORY

- Who:** West Bend and *Taste of Home*
- What:** *Taste of Home* Cooking School – 1,000+ avid cooking enthusiasts descend on West Bend!
- Where:** Washington County Fair Park
3000 Pleasant Valley Road (Hwy PV)
West Bend, WI 53095
262-677-5060
info@wcfairpark.com
- When:** Thursday, April 28th
3:30 pm – 8:30 pm

As a national sponsor of the *Taste of Home* Cooking School Program, West Bend will take center stage – in its own backyard – at this popular event hosted by *Taste of Home*. With a sell-out crowd of more than 1,000 avid cooking enthusiasts (tickets sell-out in two days!), West Bend will be featured on stage and in the *Taste of Home* Cooking School Magazine. In addition, West Bend will offer a variety of promotions including themed contests, cooking/recipe demonstrations and giveaways. The company will also participate in a private reception for 100 VIP ticket holders.

West Bend has been connecting generations with cooking traditions since 1911 and will be celebrating its 100th anniversary on September 24 of this year. Throughout the *Taste of Home* Cooking School they will offer a sneak peek into some of the activities being planned for their day-long centennial celebration in West Bend.

This event is part of the spring “Made Easy” season of the cooking school program. The traveling school will make stops in 30 Midwest cities between April and June. The fall season, which begins in September, will stop in more than 120 cities – and West Bend will be there throughout! The following link provides a sneak peak at the *Taste of Home* Cooking School: <http://www.tasteofhome.com/Cooking-Schools/About-the-Taste-of-Home-Cooking-School>.

For more information or to confirm attendance please contact Coaction Public Relations:

Colleen@coactionpr.com or Samantha@coactionpr.com, 212.268.5078.

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About West Bend®

West Bend® was founded in 1911 and is among the most recognized small appliance brands in the United States. Still based in West Bend, Wisconsin, the company is known by consumers worldwide for its product quality and customer service. For a full list of product information or to purchase products online, visit www.westbend.com. West Bend® is a brand of Focus Products Group, LLC, a private holding company based out of Lincolnshire, Illinois. Focus Products Group, LLC has other such notable brands as Back to Basics®, Chicago Metallic®, Amco Houseworks®, and Swing-A-Way®.

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