

Dear 4-Hers:

Summer is almost here!!! That means consumers will be firing up their grills!

WE NEED YOUR HELP!!! The Tennessee Beef Industry Council is looking for ways to boost beef sales and want YOU to get involved. **JULY IS BEEF MONTH IN TENNESSEE**, so why not enter your 4-H club in the **ALL-STAR BEEF BACKER CONTEST?** The purpose of this promotion is to encourage consumers to purchase and prepare more beef this summer. We want to keep beef King of the Grill, as well as identify the best Beef Backer in the state! This is a project for your local county 4-H program and a great way to build a better relationship with your local grocery stores and beef producers.

The Tennessee Beef Industry Council will provide counties with Beef promotional items, including recipes, signage, and graphics.

To apply, please fill out the enclosed Event Projection Form to receive materials for your event. **All requests must be submitted at least 10 days prior to event.** Once your projection form is received, we will send out materials to the contact person listed. If you are running an ad in a publication and need a digital image or graphic, please email Janna Sullivan at jsullivan@tnbeef.org.

This can be as fun and creative as you choose to make it! The evaluation form must be completed for entry in the contest. Please refer to it when planning your promotion. The contest will be ongoing from June 1st - July 31st. Completed evaluation forms, pictures, and ads must be sent in **no later than AUGUST 8th**. Winners will receive a **$500 donation to their county 4-H club.**

**Please make this a summer to remember in your area! Promote grilling season and become
Tennessee’s All-Star Beef Backer!**

Questions? Call (615) 896-5811 for more information.

