



spring forward
GET GRILLING!

**KINGSFORD® CHARCOAL CELEBRATES EARLY START OF DAYLIGHT-SAVING TIME
WITH MANHATTAN CHARCOAL GRILLING CELEBRATION**

First-Ever "Spring Forward, Get Grilling" Event Invites New Yorkers to Slow Down and Grill

What: On March 12, the day after the new daylight-saving time begins, Kingsford® Charcoal is welcoming an earlier grilling season with "Spring Forward, Get Grilling" – a dawn-to-dusk cook-out to encourage New Yorkers to slow down and experience the fun of charcoal grilling, a great way to spend quality time with family and friends.

Grilling enthusiasts, families and foodies are invited to attend charcoal grilling and barbecue smoking demonstrations by champion pitmaster Chris Lilly, barbecue expert Rick Rodgers, and Latin grilling authority Aaron Sanchez. Attendees can sample championship barbecue and participate in charcoal grilling lessons all day long.

For every person who pledges to eat dinner with their family just one more time per week, the makers of Kingsford® charcoal, KC Masterpiece® barbecue sauce, and Hidden Valley® dressings and sauces will donate \$50 (maximum \$25,000) to The National Center on Addiction and Substance Abuse at Columbia University (CASA) the creators of Family Day – A Day to Eat Dinner with Your Children.™

Event admission and activities are free.

Where: Madison Square Park (Flatiron District, between 23rd and 26th Streets and Fifth and Madison Avenues)

When: Monday, March 12, 2007 from 7 a.m. to 7 p.m., EDT

Who: An estimated 10,000 New Yorkers, hosted by:

- Four-time Memphis in May champion Chris Lilly
- Grilling expert/author of the "Kingsford Complete Grilling Cookbook," Rick Rodgers
- Manhattan restaurateur and Latin grilling authority, Aaron Sanchez

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