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CONTACT: Michelle Owens (806.791.8109)

Cowboy Legends Jump From Gridiron to Griddle for Dorsett Charity in Market Street-Sponsored Event

(DALLAS) – It’s a “Joes vs. Pros” like you’ve never seen before.

And, Tuesday (July 22) from 4-6 p.m., ESPN radio will search for six interested “Joes” to bid for participation in the first-ever “Cooking With the Legends” competition, sponsored by Market Street.

Think of it as Grid-Iron Chefs.

The five-show concept (to air in August) will pair average citizens with legendary players from the Dallas Cowboys, who will then be teamed with a sous chef from The Mansion in order to take part in a culinary competition.

On Tuesday, 103.3 FM, the ESPN Radio affiliate for the Metroplex, will auction off the opportunity to participate in the show. The top seven bids (minimum of \$3,000) will win the chance, with all proceeds going to Tony and Janet Dorsett’s philanthropy – Star Children’s Charity and Gift for Life Foundation.

Three additional “Joes” will be randomly chosen from entries at Market Street stores. Each of the nine participants will be paired with legendary Dallas Cowboys players, including Dorsett, Drew Pearson, Randy White, Ed “Too Tall” Jones, Bill Bates, Charles Haley, Daryl Johnston, Charlie Waters and Cliff Harris.

The show will air Saturday afternoons on WFAA-TV Channel 8 beginning Aug. 30 and will replay twice on WFAA’s sister station KFWD on Saturday evenings.

Market Street is the world-class food concept store banner of United Supermarkets, LLC, a Lubbock-based grocery chain with 47 stores in 27 Texas communities.

Market Street offers a unique combination of hard-to-find specialty items, gourmet delicacies, certified organic products and value-priced everyday groceries. There are three Market Street locations in the Metroplex – in Colleyville, McKinney and Allen – with a fourth location scheduled to open Aug. 27 in Frisco and a fifth store targeted for completion later this year in Coppell.

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United Supermarkets, L.L.C.

7830 ORLANDO AVE. • LUBBOCK TX 79423

v: 806.791.0220 • f: 806.791.7491

www.unitedtexas.com