



**[www.chowdownpowhatan.com](http://www.chowdownpowhatan.com)**

**For Immediate Release  
March 15, 2010**

**Contact:**  
**LaTika Lee, (804) 640-7378**  
[chowdownpowhatan@gmail.com](mailto:chowdownpowhatan@gmail.com)  
**Kevin Myers, (804) 598-1304**  
[kmyers@powhatanva.gov](mailto:kmyers@powhatanva.gov)

## **“Chow Down” Food Festival Debuts in Powhatan on April 10**

*Powhatan County Fairgrounds Hosts New Event Celebrating Local Food*

**Powhatan, VA** –The Powhatan County Fair Association, in partnership with the Powhatan County Parks and Recreation Department, announces its inaugural event, Chow Down in Powhatan - the first outdoor food festival of the season. The Chow Down in Powhatan will debut during spring break on Saturday, April 10<sup>th</sup> from 11 a.m. to 8 p.m. at the Powhatan County Fairgrounds, located at 4042 Anderson Highway. General admission is **free and so is parking**.

“If you’re looking for something to do during spring break, then you’re invited to be a part of this festival. There is something for everyone.” says Runda Harris, Chow Down in Powhatan Festival Director, “Bring your family and a lawn blanket to enjoy the good music and food. It’s all for a good cause ...helping the hungry and enhancing public spaces.”

The inaugural food festival showcases the county of Powhatan by celebrating the culinary delights of the central Virginia region from ethnic to the exotic and brings awareness to the battle against hunger. The event will highlight a variety of the region’s diverse restaurants, caterers, and street vendors, with diverse offerings such as BBQ, gourmet, soul food, seafood, and vegetarian.

“This first annual event is comprehensive,” said Festival Coordinator, LaTika Lee, “It will incorporate farm fresh, locally grown produce and other goods typically found at a farmer’s market, as well as hands-on cooking demonstrations, a booksigning by a cookbook author, and gardening & specialty food workshops.”

Event attendees will also have the opportunity to take part in a food drive campaign to help alleviate hunger. Festival goers who bring non-perishable items for the “Hungry to Help” campaign will be entered in a raffle for a chance to win cash prizes. The food donation will benefit the Central VA Food Bank.

There also will be informational booths, including the Center for Rural Culture, an artisan and crafters market where vendors will be displaying a wide assortment of jewelry, clothing, kitchen, food & wine accessories, and home décor.

Visitors can take a stroll on the grounds to explore the car, truck and motorcycle show, or discover the Powhatan High School Student Art Display, which will also be on exhibit.

In addition, Author and Popcorn Magazine publisher, Charlene Coleman, will sign her new cookbook, "Mothers to Daughters Cookbook" at 1 p.m.

Culinary experts will demonstrate recipes, gardening tips and cooking techniques throughout the day. Among the presenters will be:

- Wendy Huett, Kids R Cooking, hands-on healthy cooking for children
- "Growing Your Own Garden", Virginia Cooperative Extension
- "Growing Specialty Fruits and Vegetables in Virginia", Virginia State University

Musical entertainment will be provided throughout the day by Rockitz, a non-profit, grassroots organization dedicated to supporting Richmond musicians ([www.rockitz.net](http://www.rockitz.net)). Performers will include:

11:00 a.m. Ricky Allen  
11:30 a.m. Pam McCrathy  
12:00 p.m. Nitro  
12:40 a.m. Greg Allen ("eclectoplasmaacoustic folk'n rock")  
1:00 p.m. The Legend Band (Country, Southern Rock, Classic Rock)  
1:40 p.m. Pam McCrathy  
2:00 p.m. MuddGoose (Psychedelic Jam Rock)  
3:40 p.m. Brooke Saunders  
4:00 p.m. Lost Souls  
4:40 p.m. Tabb Justis  
5:00 p.m. Sharron (National recording artist-Vocalist/Clarinetist)  
5:30 p.m. Chris Branch  
6:00 p.m. Infamous  
6:40 p.m. Tabb Justis  
7:00 p.m. Simple Gizmo

The Chow Down in Powhatan Food Festival is presented by the Powhatan County Fair Association (PCFA), and is sponsored by the County of Powhatan Parks and Recreation, Discover Powhatan.com and EZ 100.5 FM and WGGM AM 820. In-kind support was provided by Erik Weems Graphic Design & Websites, and Xzact Printing. A local bed & breakfast, The Inn at Three Bridge, is the official lodging provider.

For more information about the Chow Down in Powhatan Food Festival, please contact Kevin Myers, Director of Parks and Recreation at (804) 598-1304, via email at [kmyers@powhatanva.gov](mailto:kmyers@powhatanva.gov) or visit the website at [www.chowdownpowhatan.com](http://www.chowdownpowhatan.com).

*The Powhatan County Fair Association (PCFA) is a non-profit 501(c)3, volunteer-run organization. We seek to be a community gathering place in Powhatan by providing a safe, year-round multi-purpose venue for all residents. The organization is dedicated to producing events, including the annual Powhatan County Fair, Harvest Fest Trunk or Treat and others that showcase and celebrate a wide variety of cultural, educational and recreation activities. Each year, proceeds go back into the community through programs that support seniors, holiday giveaways to needy families, and enhancements to the Powhatan County Fairgrounds.*



## 2010 “Chow Down” in Powhatan

### FACT SHEET

- WHO:** Powhatan County Fair Association in partnership with  
Powhatan County Parks & Recreation
- WHAT:** Chow Down in Powhatan Food Festival
- WHEN:** Saturday, April 10, 2010  
11 AM - 8 PM
- WHERE:** Powhatan County Fairgrounds  
4042 Anderson Highway, Powhatan, VA 23139
- CONTACT:** Kevin Myers, Parks and Recreation Director, (804) 598-1304  
kmyers@powhatanva.gov  
LaTika Lee, (804) 640-7378, [chowdownpowhatan@gmail.com](mailto:chowdownpowhatan@gmail.com)  
[www.chowdownpowhatan.com](http://www.chowdownpowhatan.com)
- COST:** FREE admission and FREE parking
- WHY:** The “Chow Down” is a full day of food and fun which celebrates local food, restaurants and caterers! It’s a chance to explore and taste a great variety of delicious foods, meet local farmers and shop for unique arts & crafts. It is designed to showcase a diverse array of culinary delights and bring awareness to the battle against hunger through the "Hungry to Help" food donation drive for the Central Virginia Food Bank. The festivities will include live music, children's activities, a car & bike show, demos & workshops, art displays and more!

#### **About the PCFA**

*The Powhatan County Fair Association (PCFA), a non-profit 501(c)3, volunteer-run organization seeks to be a community gathering place in Powhatan by providing a safe and secure year-round, multi-purpose venue for all residents. The organization is dedicated to producing events including the annual Powhatan County Fair, Harvest Fest Trunk or Treat, traveling circus and a host of other events that showcase and celebrate the wide variety of cultural, educational, recreational activities which are available in our community. Each year, proceeds go back into the community through programs that support seniors, holiday giveaways to needy families, and enhancements to the Powhatan County Fairgrounds.*