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FOR IMMEDIATE RELEASE

**VIP Rib Village Tables Available
for the 21st Annual Best in the West Nugget Rib Cook-off
Sept. 2- 7 at John Ascuaga's Nugget**

Reno/Sparks, Nev. – A select number of visitors get to experience the Best in the West Nugget Rib Cook-off in a very special way. This year, the Nugget is extending that opportunity to everyone. We're talking about the VIP Rib Village!

The 21st annual Best in the West Nugget Rib Cook-off is September 2-7. You choose which night and band you want to experience. Take your seat at a reserved table for 10. And we do the rest! While the other tens of thousands are waiting in lines for ribs, we go to each rib cooker and bring them back to you – all you can eat! Include your favorite BBQ side-dishes, plus all beverages including beer and wine, and the value quickly becomes apparent.

Imagine wowing top customers, super salespeople, best employees or key potential clients with a VIP experience like the Rib Cook-off. Or you and a group of friends could spend a truly special evening together by splitting the cost! This year's nightly entertainment lineup includes Jonny Lang, The Fixx and Restless Heart, plus many more.

Tables of 10 are just \$850 per night, and \$900 on Friday, Saturday and Sunday.

Visit nuggettribcookoff.com to buy your table. Click the “Rib Village” tab. Spots are limited and are available on a first-come, first-served basis. Single seats are available on Monday evening only.

As a reminder, the Rib Cook-off is quite simply one of the largest outdoor barbeque events on the planet. Last year, the world’s 24 best BBQ cookers served more than 100 tons of ribs to a half-million people over six days. In addition, there are hundreds of craft booths and nightly A-list entertainment - all set on Victorian Square, a beautiful tree-lined plaza in downtown Sparks.

Sponsors

The 21st annual Best in the West Nugget Rib Cook-off is sponsored by US Bank, City of Sparks, Morrey Distributing-Budweiser, Swire Coca Cola, Kenwood Vineyards, Legends at Sparks Marina, Curly’s Food Inc, Model Dairy, Kansas City BBQ, Southern Living BBQ, AT&T, Clark Pest Control, Northern Nevada Medical Center, Southern Comfort, Proximo-1800 Tequila, Northern Nevada Toyota Dealers, KBUL, KTHX, KOZZ and KZTQ.

The Rib Cook-off is scheduled for an extended Labor Day weekend, Wednesday, September 2 through Monday, September 7, 2009. For advance reservations, event history and information call (800) 648-1177 or (775) 356-3300, or visit www.nuggettribcookoff.com. Do the Nugget Tonight!

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