

FOR IMMEDIATE RELEASE

A CHARITABLE MATCH MADE IN BBQ HEAVEN

Kristie's Foundation and Slater's 50/50 Team up to Raise Funds for Critically Ill Children

(Huntington Beach, California – Sept. 5, 2012) – Slater's 50/50 is known for its outrageous Burgers of the Month and in September, it's all for a good cause. Twenty percent of proceeds from The Big Bad BBQ Burger, which won the Best Burger Challenge at the OC BBQ Festival, will benefit Kristie's Foundation. The Southern California charity provides support and services to critically and terminally ill children and their families. To boost the month-long fundraiser, Slater's 50/50 in Huntington Beach is hosting an event on Thursday, Sept. 20 from 5 to 9:30 p.m. where 20 percent of proceeds of all food purchased by Kristie's Foundation supporters benefits the foundation.

"Bringing Slater's 50/50 and the award winning BBQ Teams of the OC BBQ Festival was a match made in foodie heaven! We are grateful to the team at Slater's 50/50 for their support of Kristie's Foundation," said Laurie Kotas, Founder and CEO of Kristie's Foundation, "The funds raised from the September Burger of the Month sales will help care for Southern California families whose child's illness has come to an end-of-life stage; covering essential needs ranging from the basics of groceries, fuel, and household utilities to the more specialized needs of in-home comfort care, grief support and funeral funding."

"I am thrilled that we are able to support Kristie's Foundation by raising funds throughout the month of September," said Scott Slater, Founder of Slater's 50/50 and one of the judges of the Best Burger Challenge at the OC BBQ Festival. "The team from Pete's Firehouse BBQ made a fun and inventive burger and it's heartwarming to be able to use their creativity to help these deserving kids."

The Big Bad BBQ Burger includes a patty made from ground chuck, ground bacon and ground pork shoulder – all seasoned with Pete's Firehouse Rub – and topped with fresh coleslaw, red onions, Colby jack cheese, four strips of bacon and Pete's Firehouse BBQ sauce. It is the creation of the team from Pete's Firehouse BBQ, a family owned and operated BBQ competition team and catering company based in Temecula. They competed against more than 72 teams at the OC BBQ Festival in June.

In order to support Kristie's Foundation during the event on Sept. 20 patrons must download a flyer from the Kristie's Foundation website at www.kristies.org and 20 percent of the proceeds from their purchase (not including alcohol) will go to Kristie's Foundation.

Those unable to attend the event can still support Kristie's Foundation by bringing a flyer into any Slater's 50/50 restaurant any time on Sept. 20 or by purchasing The Big Bad BBQ Burger at any of the three Slater's 50/50 locations throughout the month of September. For more information, visit www.slaters5050.com or www.kristies.org.

About Kristie's Foundation

Kristie's Foundation is a non-profit 501(c)(3) that has been providing support and services to critically & terminally ill children and their families since 2003. It was founded by Laurie Kotas, a mother who lost her 7 year old daughter (Kristie) to Leukemia. Kristie's Foundation is expanding their operations by creating Kristie's Place, the first children's end-of-life- care facility in Southern California. This will fulfill a desperate need in our community in the care of terminally ill children.

At Kristie's Place, they will focus on life and helping families make the most of every moment their child is alive. They will also ensure that the children do not suffer. Laurie Kotas says, "At Kristie's Place, we will help children live fully and find comfort in their final days". Please visit www.kristies.org.

About Slater's 50/50

Slater's 50/50[®] was founded in 2009 in Anaheim Hills, California by Scott Slater, a San Diego State graduate with a passion for gourmet comfort food and craft beer. Teaming up with Executive Chef Brad Lyons, they created the world's first 50/50 burger – 50 percent ground bacon and 50 percent ground beef – taking the Southern California restaurant scene by storm. In 2011, the second Slater's 50/50 opened in Huntington Beach followed quickly by the San Diego location. Since opening, Slater's 50/50 has won a number of awards and accolades including "Best Burger" by *The Orange County Register*, *OC Weekly* and FOX 5 San Diego as well as Best New Restaurant by *San Diego Magazine*. Slater's 50/50 has also been featured on national television shows including the Travel Channel's *Bacon Paradise* and Discovery Channel's *United States of Bacon*.

About Pete's Firehouse BBQ

Pete's Firehouse BBQ is a family owned and operated BBQ competition team, and catering company based in Temecula. What started as a hobby and passion, has quickly turned into a second career. Pete works full time for the Riverside County Fire Department and has been BBQing since he was tall enough to reach the grill. About 7 years ago Pete discovered what real BBQ was, cooking meat low and slow over real wood. He bought his first smoker, and the rest is history. Four years ago Pete's Firehouse BBQ entered their first KCBS (Kansas City BBQ Society) Competition and have been hooked ever since. In those four years, they have competed at more than 20 events, and have won countless awards.

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