

# NY NEWSWIRE

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## **CALL FOR ENTRIES: COLOSSAL PIZZA-TASTING EVENT TAKING SHAPE TO BENEFIT ALS RESEARCH**

*Pizza Makers Can Enter Regional Pizza Championship up to Oct. 10*

Rochester, N.Y. -- (Sept. 26, 2007) Rochester Pizza Vendors can raise their profiles while helping to raise necessary funds for the ALS Association of Upstate NY. Pizza All-Stars will take place in late October at the Main Street Armory, 900 E. Main St. Pizza makers and restaurants have until Wednesday, October 10 to enlist.

Pizza All-Stars consists of two tasting competitions and a variety of skills contests. The competition to determine the overall champion is a blind tasting judged by a panel of experts, and People's Choice balloting will determine 18 different awards. All participating restaurants must supply at least 500 sample slices of pizza and 10 coupons for free pizza. At least one person must be stationed at the booth for the duration of the event. The "pizzaiolo" can win the hearts and palettes of local pizza lovers, and the overall winner earns an invitation to participate as a Regional Champion at the American Pizza Championships in September 2008.

All details for the Oct. 23 event are available on the website at [www.pizzaallstars.com](http://www.pizzaallstars.com) or by calling (585) 770-1592.

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