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National Corndog Day Returns March 19th!

Corvallis, OR – On March 19th, 2011, Americans around the country will *tune in* for some great basketball and *turn on* their ovens in celebration of the 19th annual National Corndog Day (NCD). Held annually on the first Saturday of the men’s basketball tournament, NCD brings together thousands of Americans at unique parties across the country in celebration of dogs, hoops, tots and drinks. From its humble grassroots beginning in Corvallis, Oregon, to over 300 registered “NCD parties” around the world, NCD is rapidly becoming a pop culture movement for all ages.

This year’s NCD sponsors include Foster Farms (since 2000), Pabst Brewing Co. (since ‘08), and Jones Soda Co. (since ‘09).

“We are really excited to have these great organizations working with us again this year. They are each unique in their vision, extremely creative, and like us at NCD, they look forward to providing the backdrop for individuals to display their own creativity through corndog day parties across the country.” says NCD co-founder Brady Sahnaw. “One of the many unique aspects of National Corndog Day is that each party host makes the event their own – whether its hosting a corndog day engagement party, a block party, fundraisers for great causes, or just getting a group of friends together, everyone can put their own spin on it. One party in Oklahoma raised over \$2,000 for a local foundation through their Corndog Day party. How awesome is that!”

Newcomers to NCD have a simple playbook. The day officially begins with the tip off of Game One and ends with the last buzzer of the quadruple header later that evening. First-timers should familiarize themselves with the day’s menu: massive numbers of Foster Farms corndogs, tator tots, PBR/Jones sodas and an assortment of condiment choices. NCD parties can be small or large, but the celebrations go from morning to night. For those interested in competition, NCD’s scorecard follows:

- **The Triple-Double:** Party-goers must consume 10 corndogs, 10 servings of 10 tator tots (for a total of 100), and 10 cans of PBR or Jones Soda over the course of the day to complete the biggest challenge of all.
- **The Double-Double:** If the Triple-Double is just a little too big to bite off, finishing two of the three is still quite an accomplishment!

Each NCD party can be officially registered on the corndog day website, www.corndogday.com. Parties can be made public for anyone in the general area to attend, or private for a select group of friends. Each party is also provided a blog thread to communicate with expected guests, as well as share ideas with the rest of the site’s community. Party Packs can be purchased on the site which include coupons for Foster Farms corndogs, a scoreboard t-shirt, the official 2011 NCD poster and other fun promotional items. For additional information on National Corndog Day contact Brady Sahnaw or visit [ww.corndogday.com](http://www.corndogday.com). The NCD Team encourages you to please make sure all participants enjoy Corndog Day responsibly.

ABOUT National Corndog Day LLC – National Corndog Day LLC is the corporate entity governing National Corndog Day. Comprised of six regular guys with regular day jobs, the group spends their time and resources looking for ways to make the holiday better for its dedicated supporters.

ABOUT Foster Farms– Founded by Max and Verda Foster in 1939, Foster Farms continues today as a family-owned and operated company. Foster Farms ready-to-cook, fresh chicken is all natural with no preservatives or sodium-based additives. For more than 70 years, families in the Western United States have trusted Foster Farms for the highest-quality, locally raised, fresh chicken.

ABOUT Pabst Brewing Co. – Pabst Brewing Company was established in 1844 in Milwaukee, WI. For more information go to www.pabstblueribbon.com.

ABOUT Jones Soda Co. – Headquartered in Seattle, Washington, Jones Soda Co. markets and distributes premium beverages under the Jones Soda, Jones Pure Cane Soda, Jones 24C, Jones Energy, Jones Organics, Jones Naturals and Whoopass brands and sells through its distribution network in markets across North America. A leader in the premium soda category, Jones is known for its variety of flavors and innovative labeling technique that incorporates always-changing photos sent in from its consumers. Jones Soda is sold through traditional beverage retailers and everywhere you'd never expect to find a soda. For more information visit www.jonessoda.com and www.myjones.com

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