



FOR RELEASE  
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**APPLE BAKING HOSTS AN EATING CONTEST**

*"It's going to get Ugly at the Faith Fourth of July Celebration."*

**Salisbury, NC** - Apple Baking Company, located in Salisbury, NC, is hosting a competitive eating contest during the Faith Fourth of July celebration. The contest will consist of two parts: qualifiers and finals. The qualifiers will be held on Monday June 30, 2008 at 8:30 p.m. The final main event will be held Friday July 4, 2008 at 8:30 p.m. right after Faith Idol and before the fireworks at the Faith Fourth of July Celebration.

On the menu for the contest will be none other than Apple Baking Company's Apple Ugly. "We want to invite people from near and far to come out and indulge themselves in this special treat," says owner Matt DeBoer. "We hope the competition gets real UGLY."

There will be cash prizes and cases of Uglies, along with a trophy for the overall winner. Prizes will be awarded for first, second, and third place overall.

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“The Ugly Eating Contest will be a great addition to the celebration this year,” says Randall Barger, a Faith Fourth official. “We hope to start a new tradition, which will be enjoyable for the young and old alike, with the Apple Baking Company.”

The Faith Fourth of July celebration is a week long event held in Faith, NC that culminates on July 4<sup>th</sup> each year. The celebration, founded in 1946, draws tens of thousands of visitors each year to the Faith American Legion Park and Faith Elementary School grounds. The activities are enjoyed by many generations, and the Faith celebration has become one of the premier Fourth of July events in the Southeast region of the United States.

Apple Baking Company was founded nearly 25 years ago in Kannapolis, NC, and has offices and a production facility near Salisbury, NC. In addition to producing five flavors of “Uglies,” Apple Baking manufactures a variety of pastry products for distribution to several retail stores, including whole and half cakes, as well as cake slices.

Uglies are available in apple, blueberry, raspberry, chocolate chip, and honey-raisin flavors. A variety of full cakes and cake slices are also ready to order, including pound, lemon crème, vanilla crème, strawberry crème, orange crush, pineapple crush, walnut, and chocolate crème cakes.

For contest entry forms and rules, log onto [www.applebaking.com](http://www.applebaking.com) or stop by Apple Baking headquarters and pick up a registration form. Registration forms are also available at The Pop Shoppe, near I-85 on Innes Street, in Salisbury and at Gary’s BBQ in China Grove. Completed registration forms should be submitted to: Miller Davis, Inc., Attn: Hilah Teague, 118 North Main Street, Suite 200, Salisbury, NC 28144, [hilaht@millerdavisagency.com](mailto:hilaht@millerdavisagency.com), 704.637.5365 fax.

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