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**For Immediate Release**

March 9, 2017

Jake's Deli & the Westown Association 5th Annual Corned Beef Eating Contest

Scheduled for Friday, March 10th at 12:30pm in conjunction with the St. Patrick's Day Parade Press Conference

MILWAUKEE— On Friday, March 10th at 12:30pm in center court of the Shops of Grand Avenue, Jake's Deli and the Westown Association will host Jake's Bash O' Corned Beef- the 5th Annual Corned Beef Eating Contest. The event will take place immediately following the 12:15pm press conference for the Shamrock Club of Wisconsin's 51st Annual St. Patrick's Day Parade.

Six contestants will duel it out to see who can eat the most Jake's Deli corned beef sandwiches in 10 minutes. Each sandwich will weigh a ½ pound, and Jake's Deli will optimistically prepare ten sandwiches per contestant. Last year's winning total was just over six sandwiches. Any leftover sandwiches will be passed out to the crowd.

The winner of the contest takes home a trophy along with a downtown Milwaukee prize package including a one night stay at the Hilton, \$50 Master Z's gift certificate and a Jakes gift card.

The Shamrock Club of Wisconsin's 51st Annual St. Patrick's Day Parade will make its return to Downtown Milwaukee on Saturday, March 11th at Noon. The parade steps off on Wisconsin Avenue at Old World Third Street and will wind its way through the streets of Downtown Milwaukee, finishing at Water St. and Highland Ave.

For more information on the Eating Contest or the St. Patrick's Day Parade activities, please call the Westown Association at (414) 276-6696, e-mail to stacie@westown.org or refer to the event web site at www.saintpatricksparade.org.

A media section is also included on the website that provides additional parade talking points, parade logo file and also a downloadable parade route map. <http://saintpatricksparade.org/index.php/media/>



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