

Bobby Flay to appear at Chevy Court on Sept. 2

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Bobby Flay, restaurateur, cookbook author and Food Network star, will appear at Chevrolet Court at **The New York State Fair** on **Sept. 2 at 1 p.m.** Flay, who stars in four Food Network shows and does cooking segments for the "Early Show" on CBS will give a culinary demonstration using mainly New York State products.

Flay will later participate in a book signing from 2:45-3:45 p.m., which will be held under a tent located between the Pride of New York Marketplace and Chevy Court. He will sign his new cookbook, "Burgers, Fries and Shakes." A limited number of books will be available for purchase at the Pride of New York Marketplace for \$25.95. Fairgoers are encouraged to bring their own copies of the book to the signing.

On Sept. 2, before Flay's cooking demonstration, Fairgoers can enter to win a trip to New York City including a \$200 hotel voucher, JetBlue airfare for two and dinner for two at Bobby Flay's restaurant, Mesa Grill NYC. Flay will draw the winner at the beginning of his demonstration.

Flay's appearance, like all performances at Chevy Court, is free with admission to the Fair.

A large part of the Fair's mission is to promote New York agriculture and products. In addition to Flay's cooking demonstration, there are two new restaurants - the NY Grill (in the Infield Amusement Area) and the New York Cafe (in the Horticulture Building) - that only serve products made, grown or raised in New York State. These additions further efforts the Fair began last year with its successful Pride of New York Marketplace at the Fair's main entrance. The Marketplace only sells products made in the state.

The New York State Fair runs from Aug. 27 to Sept. 7, 2009.

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