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First Ever Northwest Arkansas Food Festival Added to #NWACHampionship Week Lineup

Tournament officials announce two new events aiming to showcase the thriving culinary scene of the region.

ROGERS, Ark. – The Walmart NW Arkansas Championship presented by P&G announced today two new signature events as part of the ninth annual LPGA week June 22-28 in Rogers. The inaugural NW Arkansas Food Festival will take place Thursday, June 25 and Friday, June 26 at the Walmart AMP and will consist of two events, Taste of NW Arkansas hosted by Carla Hall and NW Arkansas Beer & Burger Fest.

“In its ninth year, the tournament hopes to engage a broader audience in the community and continue to showcase Northwest Arkansas as a great place to live and work,” said Harry Hardy, Tournament Director. “Culinary is the next step for us as we bring the region together to highlight the best food, brews, restaurants, ingredients and chefs Northwest Arkansas has to offer. These two new exciting events will offer something for everyone, from foodies and craft beer lovers to couples looking for a fun date night, and we thank our partners at the Walton Arts Center and Walmart for coming together to make this possible.”

The NW Arkansas Food Festival joins a lineup of community events planned for the week that already includes a community concert, charity events and the world’s best female golfers competing at Pinnacle Country Club.

“LPGA week in Northwest Arkansas will be bigger and better than ever this year with the addition of the NW Arkansas Food Festival to the schedule,” stated Gisel Ruiz, Executive Vice President of Walmart International People. “This festival is an important opportunity for our community to come together, and celebrate the food and culture of the region Walmart has proudly called home for more than 50 years.”

The announcement is made with commitments from local restaurants Theo’s, Roma and Deluxe Burger (representing the Bowman Group), Ruth’s Chris Steak House, Tusk & Trotter American Brasserie, and local brewery Core Brewing Company. More restaurant and brewery announcements to follow and interested parties should contact the Tournament Office. Tyson, Walmart, Clorox, Kraft, Coke and the Walton Arts Center are committed as founding sponsors.

Taste of NW Arkansas

Celebrity Chef Carla Hall of the hit ABC TV show, *The Chew*, and Tyson Corporate Executive Chef and Director of Culinary Innovations Mario Valdovinos will co-host Taste of NW Arkansas on Thursday, June 25 at the Walmart AMP. This signature grand tasting style event will allow attendees to mix, mingle and sample southern comfort inspired menu items prepared by the best restaurants and chefs from throughout the region.

“Tyson is excited to partner with the Tournament to shine a much-deserved spotlight on the many talented local chefs, restaurants and quality ingredients found here in Northwest Arkansas,” said Tyson Corporate Executive Chef and Director of Culinary Innovations Mario Valdovinos. “The growing culinary scene here is truly remarkable and one that I am proud to be a part of—I am excited to see my fellow food nerds at Taste of NW Arkansas this June.”



NW Arkansas Beer & Burger Fest

NW Arkansas Beer & Burger Fest is scheduled for Friday, June 26 at the Walmart AMP. This event will shine a spotlight on the best local craft breweries the region has to offer while also highlighting the depth and breadth of beer available at Walmart. The evening will also include burger sampling from local restaurants and live music. Guests will have the opportunity to help select the Best Beer of the Natural State with bragging rights for a year and a \$5,000 purse up for grabs.

Tickets are expected to be in high demand with only 1,000 available for each event, so attendees are encouraged to purchase in advance. Ticket prices for Taste of NW Arkansas are \$30 for an individual, \$50 for a couple and \$20 for children ages 12-20. General admission NW Arkansas Beer & Burger Fest tickets are \$30 and \$50 for a couple. For those who would like to sample burgers only, tickets are available for \$15. (Must be 21 years old to enter NW Arkansas Beer & Burger Fest.)

Tickets and information for both the golf tournament and the food festival are available at www.nwachampionship.com.

*The **Walmart NW Arkansas Championship presented by P&G** has become a premier stop on the LPGA Tour. On June 22-28, 144 of the world's best LPGA professionals will tee it up at Pinnacle Country Club competing for a \$2,000,000 purse, and a chance to be named Champion of the 2015 Walmart NW Arkansas Championship Presented by P&G.*

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The Walmart AMP (Arkansas Music Pavilion), a Walton Arts Center venue since February 2011 is Arkansas' premier outdoor concert venue. The AMP has presented headlining concerts for the past 10 years, including rock, country and pop. In its permanent home in Pinnacle Hills at 5079 W. Northgate Rd., Rogers, Ark., the Walmart AMP has the largest outdoor stage house in Arkansas.