



# NEWS RELEASE

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## **WEBER'S COMMAND OF THE GRILL™ COOKBOOK RAISES MONEY FOR CHARITIES THAT DIRECTLY BENEFIT WOUNDED OR KILLED MARINES AND THEIR FAMILIES**

*Launch Event to Be Held in NYC as Part of Fleet Week in May*

Palatine, Ill., April 10, 2006—May 1, Weber-Stephen Products Co. will release a very special cookbook, *Command of the Grill—A Salute to Steak™*, which will feature grilled steak recipes by active, reserve, and famous former U.S. Marines. **One hundred percent** of the proceeds from the nationally distributed 80-page cookbook, which retails for \$10, will go to four charities that directly benefit U.S. Marines wounded or killed in the line of duty and their families.

Many of the recipes for the book were selected from 10 “Command of the Grill” grilling semi-final competitions held at Marine Corps bases across the country, including Camp Pendleton and MCB Quantico, between Oct. 14 and Dec. 16, 2005. The winners of those semi-finals will be flown to New York City to compete in the “Command of the Grill” finals and cookbook launch event on Thursday, May 25, 2006, from 7 to 9 a.m. in Times Square (at 42<sup>nd</sup> and Broadway), as a part of Fleet Week '06, and will be aired live during ABC's *Good Morning America*.

To qualify for the semi-finals, Marines submitted an original grilling recipe and explained in 50 words or less why their recipe is the best and why they should win. At the semi-final events, each Marine grilled two New York strip steaks and a panel of judges chose one winner based on creativity of the entry essay, visual appeal, and the taste of their steak.

The book will feature recipes from “honorable mentions” and winners at the semi-final events, including Captain Eric Peter Dominijanni's *Disco's Hot and Tangy New York Strip Steaks*. “Captain D” as he likes to be called, has been cooking since childhood. While stationed in Iraq, he was known to make paella for his troops in the back of his Assault Amphibian Vehicle. “I may have had to fight like a barbarian, but I didn't have to eat like one,” Dominijanni said.

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In addition to the winners' background information and anecdotes, the *Command of the Grill* cookbook will also feature grilling advice and tips from Weber, profiles of the four benefiting charities, grilling guides for steaks and vegetables. To further support the fundraising effort, 10 famous former Marines, who have now reached the rank of celebrity, will contribute grilled steak recipes:

1. **Wilford Brimley**- Actor; most known for his memorable performance in Ron Howard's *Cocoon* (1985)
2. **Art Donovan**- Former professional football player and member of the Pro Football Hall of Fame
3. **George Jones**- Country music star
4. **Dan Lauria**- Actor; most known for his role as the father in *The Wonder Years* (ABC TV Network, 1988-1993)
5. **Ed McMahon**- Legendary TV personality most well known as Johnny Carson's sidekick/announcer on NBC's long-running *The Tonight Show*
6. **Ken Norton**- Legendary boxer who won the heavyweight title from Muhammad Ali in 1973
7. **Bum Phillips**- Former NFL coach for the Houston Oilers and the New Orleans Saints
8. **Tom Seaver**- Former professional baseball player and member of the National Baseball Hall of Fame
9. **Lee Trevino**- Professional golfer who defeated Jack Nicklaus for the U.S. Open victory in 1971
10. **Jo Jo White**- Legendary NBA basketball player who played for the Boston Celtics

All proceeds from the sale of the cookbook will go to the following charities:

- **Wounded Warrior Project:** The Project seeks to assist those men and women of our armed forces who have been severely injured during the conflicts in Iraq, Afghanistan, and other hot spots around the world. [www.woundedwarriorproject.org](http://www.woundedwarriorproject.org)
- **Injured Marine Semper Fi Fund:** The Injured Marine Semper Fi Fund was formed to provide supplemental assistance to our Marines, sailors, and their families as they face the road to recovery. [www.semperfund.org](http://www.semperfund.org)
- **Fisher House™:** There is at least one Fisher House at every major military medical center to assist families in need and to ensure that they are provided with the comforts of home in a supportive environment. Annually, the Fisher House program serves more than 8,500 families, and has made available more than two million days of lodging to family members since the program originated in 1990. [www.fisherhouse.org](http://www.fisherhouse.org)
- **Marine Corps-Law Enforcement Foundation:** The organization primarily renders assistance to children of Marines or Federal law enforcement personnel who were killed on duty or died under extraordinary circumstances while serving our country at home or abroad. [www.mclef.org](http://www.mclef.org)

The Command of the Grill finals will be held in Times Square from 7 to 9 a.m. on Thursday, May 25, 2006, as part of Fleet Week. In addition to bragging rights as the national Commander of the Grill, the winning Marine will take home a prize package worth more than \$5,000. The prize package includes a new luxury Weber® gas grill, and a grilling lesson and dinner for him/her and 10 of their Marine buddies—at their U.S. Marine Corps base—with chef and best-selling author Jamie Purviance.

“We hope to raise at least a half-million dollars from this effort,” said Mike Kempster Sr., executive vice president, Weber-Stephen Products Co.. “We want to show our support for brave men and women who have been separated from their families, wounded in the line of duty, and need help coping with new challenges when they come home.”

Chef Jamie Purviance, best-selling author of *Weber’s Real Grilling™*, *Weber’s Art of the Grill™*, and co-author of *Weber’s Big Book of Grilling™* (with Sandra S. McRae), will be the lead judge for the finals competition. Purviance has been certified by the Kansas City Barbeque Society, and he serves as a judge at major competitions such as the Jack Daniel’s World Championship Invitational. Purviance has been featured on many television shows—including NBC’s “Today,” CBS’s “Early Show,” “FOX & Friends,” and “The Oprah Winfrey Show.” *Bon Appétit* also profiled him in the magazine’s most recent list of “Who’s Who in American Barbecue.”

Supporting sponsors who have graciously donated their services and/or time to the “Command of the Grill” fundraising effort are:

- **United Airlines:** The Chicago-based company has donated round-trip airline tickets to fly all the finalist Marines and their spouses or guests—plus Command of the Grill event staffers—to New York City for the final competition.
- **New York City Marriott Hotels:** Six Marriott hotels in New York City have donated more than 100 free nights to house the finalist Marines and their families during Fleet Week, including hotels representing Marriott, Renaissance and Courtyard by Marriott.
- **Jeep:** A fleet of all-new Jeep Commander SUVs will be provided for on-the-ground transportation for the Marines and their families in New York City during Fleet Week and the Command of the Grill competition.
- **FCL Graphics:** The printing company, based in Harwood Heights, IL (a suburb of Chicago), is donating almost half the production costs to complete the *Command of the Grill—A Salute to Steak* cookbook and retail display cartons.
- **Smith & Wollensky:** The quintessential New York steakhouse has donated a welcome reception for the finalist Marines, the charities’ representatives, and those involved in the fundraising effort. The restaurant’s executive chef, Victor Chavez, will be a judge for the finals event.

Weber-Stephen Products Co., headquartered in Palatine, Ill., is the premier manufacturer of charcoal and gas grills, grilling accessories, and other outdoor room products. In 1952, founder George Stephen designed the Weber® kettle with a lid that allows outdoor cooks to grill in all kinds of weather. A family-owned business for more than 50 years, Weber has grown to be a leading exporter of outdoor grills worldwide. Weber charcoal and gas grills are available at select home centers, Marine Corps Exchanges, hardware stores, department stores, patio stores, and other retail outlets. Weber has the strongest consumer outreach program in the industry with its all-year, round-the-clock Weber Grill-Line<sup>SM</sup> (1-800-GRILL-OUT®) and a content-rich website with grilling tips, techniques, and more than 200 original Weber recipes at [www.weber.com](http://www.weber.com)®.