



***** MEDIA ALERT *****

DELI PATROL INKS PACT TO PROVIDE MOUTH & TASTE BUD SECURITY FOR UPCOMING ROCK FEST

Videographers on hand to capture the reactions of thousands of previously flavor-deprived eaters as they bite into salvation

[July 27, 2009, BOSTON, MA] – NYDP Deli Patrol will be on duty this coming **Saturday, August 1** as they provide mouth and taste bud security at **WFNX's Best Music Poll '09 concert on Boston's City Hall Plaza**. In addition to highly trained NYDP officers serving flavorful sandwiches to Boston's rockin' deli-fans, the NYDP team will include several videographers whose job it will be to tape the reaction of concertgoers as they bite into deli-salvation.

"Americans have been flavor deprived for so long, they don't even realize what they're missing anymore," says NYDP Chief Flavor Officer, Dan Estridge. "Like zombies we move from one waterlogged, flavorless deli meat to the next. It's simply criminal. Luckily my team and I are trained and ready to put an end to this flavor depression. On Saturday, we're conducting a deli intervention – one mouth at a time. As we have the privilege to serve, and save flavor-starved men, women and children, we will capture their reactions on film...their 'awakenings' one might say...and ultimately use this footage in a PSA which will let the citizens of this great land of ours know that help has arrived. More flavor per pound. It's the law."

In order to help the patrol collect this rare, deli-awakening footage which, in PSA's to come, will provide inspiration to millions of quietly desperate deli-fans in need of salvation, the filming event is being positioned as a contest...the **I'LL HAVE WHAT SHE'S HAVING Contest** will award a complementary membership in NYDP's Meat of the Month Club (approximate cash value \$1000.) to the most expressive taster caught on tape. T-shirts and other prizes will be awarded to runners up.

WHAT: NYDP'S "I'LL HAVE WHAT SHE'S HAVING" Contest

WHERE: Boston's City Hall Plaza during WFNX's Best Music Poll '09

WHEN: Saturday, August 1 from 4pm – 11pm

WHY: More Flavor Per Pound. It's the law. Serving anything less is a culinary offense.™

For more information about NYDP Deli Patrol or its parent company, Deli Arts, please visit MoreFlavorPerPound.com

For more information or to schedule an interview with Dan Estridge, please contact Dalyn A. Miller, at 617-504-6869 (mobile) or via email dalyn@dalynmillerpr.com