



FOR IMMEDIATE RELEASE

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Great Chili Bike-Off Cooks Up Thursday

Event supports Bikes For Tikes

Traverse City, Mich.— A piping hot bowl of chili may not only warm up a cold day, but it could warm up Christmas for children in northern Michigan. Bill Marsh Hyundai will cook up the second annual Great Chili Bike-Off this Thursday, December 1st.

Chili chefs will compete to see whose chili concoction is the best. With a freewill donation, the public will be able to cast their ballot for the winning chili. The winner will walk away with an engraved BBQ gift set and a Red Ginger certificate.

All the proceeds will support Bikes for Tikes, which collects bikes for families in need. The bikes are distributed through Toys for Tots of Northwest Michigan.

Chili will be served up Thursday from 11 am until 1:30 p.m. in the new Bill Marsh Hyundai showroom on South Garfield in Traverse City.

“A new bike is about the best Christmas gift that a child can receive, but for many families the cost is just out of reach,” says Bill Marsh Jr. “Bikes for Tikes helps to make Christmas very special to hundreds of kids.”

Now in its 14th year, Bikes for Tikes has distributed over 2,300 bikes — last year alone the collected and distributed 324 bikes.

More information and the ability to make a cash donation is available at www.BillMarshBikes.com. Toys for Tots information is available at www.ToysForTots.org. The Great Chili Bike Off is sponsored by Bill Marsh, Old Mission Multigrain Bakery and radio stations WKHQ and Bob FM.

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