

Contact: Rae Maestas
American Lamb Board
Phone 303-759-3001
Fax 303 759-5832

6300 E. Hampden Ave.
Ste 2106
Denver CO 80222



LAMB LOVE IS IN THE AIR THIS FEBRUARY

Lamb Lovers Month Contest to Win Gourmet Getaway, Shepherd-to-Chef Cooking Classes, a Lamb Showdown and More, in Cities Nationwide

Denver, CO, February 1, 2012 — Throughout the month of February, the American Lamb Board is calling all fans of lamb to show some love. ALB is offering fun ewe-nique ways to celebrate Lamb Lovers Month, including:

Lamb Lovers Month Challenge and Grand Lamb Getaway

Fans of lamb can submit their sure-fire recipes for romance or snap a photo of their favorite lamb dish at home or at a restaurant to be entered to win a grand lamb lovers prize. One lucky winner will be offered a romantic trip for two to experience the 2012 Lamb Jam Masters competition at [Savor the Central Coast](#) in San Luis Obispo, California (Sept. 29 – Oct. 1), with paid for domestic airfare, accommodations for two nights and two tickets to Lamb Jam Masters.

To enter the 2012 Lamb Lovers Month Challenge, visit www.LambLoversMonth.com to submit swoon-worthy photos or recipes for romance. All recipe and photo entries must include a short love letter about American Lamb.

Lamb Lovers Month Cooking Classes at Sur la Table

In a first-ever partnership with Sur La Table, the American Lamb Board's "Shepherd-to-Chef" campaign will tour the country to host a cooking class series sharing the basics of lamb cuts, butchery, prep tips and cooking techniques with easy and elegant recipes featuring local lamb. Classes will take place throughout February in New York City, Boston, Portland, Arlington and Los Angeles. For a complete class schedule, visit <http://www.surlatable.com/category/Web-Cooking-Root/Cooking-Classes>

Boston Lamb Jam – February 19, 2012

The American Lamb Board is partnering with www.BostonChefs.com to bring together dozens of top local chefs for the third annual American Lamb Jam on Sunday, February 19, from 3:00 p.m. – 6:00 p.m. at The Charles Hotel in Cambridge. Hosted by TV Diner's Billy Costa, lamb loving chefs will create luscious lamb dishes paired with local beers from area breweries and compete for the ultimate title of Boston Lamb Master and an opportunity to battle other top lamb loving chefs at a Master Lamb Jam this fall. For more information and to purchase tickets, visit www.FansofLambBoston.com.

Los Angeles Lamb Showdown – February 20, 2012

Food GPS presents the inaugural Lamb Showdown, when Chef Walter Manzke from upcoming République and Zach Pollack & Steve Samson, chefs and co-owners of [Sotto](#) will go head-to-head for grand lamb glory. Guests will enjoy a six-course meal, with four savory courses featuring American lamb, and two desserts starring sheep's milk dairy. Diners will decide which chef delivers the boldest flavor, most originality and best presentation. For more information and to purchase tickets, visit www.foodgps.com/lamb-showdown-walter-manzke-zach-pollack-steve-samson.

For Immediate Release

Seattle Food & Wine Experience – February 26, 2012

The American Lamb Board will be participating at the premier wine and food event in the Pacific Northwest. From 12 p.m. – 5 p.m., fans of lamb can head to the Seattle Center Exhibition Hall for luscious tastes of local lamb. For more information and to purchase tickets, visit

www.seattlewineandfoodexperience.com.

For more information about the American Lamb Board and lamb loving events around the country, please visit www.LambLoversMonth.com, become a fan on [Facebook](#) and follow [@FANofLAMB](#) on Twitter.

The American Lamb Board (ALB) is a national promotion, research and information organization whose purpose is to strengthen the position of lamb and lamb products in domestic and foreign markets. The work of the Board is overseen by the U.S. Department of Agriculture's (USDA) Agriculture Marketing Service.

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