

UNLEASH THE MUSTARD – NATIONAL CORNDOG DAY IS NEAR!

Ultimate Sports Lover's Holiday Kicks Off Men's National Basketball Tourney March 17
with Food, Beverage and Suzie's Mustard Goodness

NATIONAL
CORNDOG DAY



Pendleton, OR (March 8, 2012) -- It's a holiday that requires no gifts. No stressful family situations. Just friends, beverages and plenty of corndogs slathered with mustard. [National Corndog Day](#) – the “ultimate celebration of America’s love of basketball and meat on sticks” – falls this year on March 17, marking the first Saturday of the big men’s basketball tournament.

[Suzie’s Mustard](#), an all-natural yellow mustard made in the USA, recently joined Foster Farms, Pabst Blue Ribbon and Jones Soda in sponsoring National Corndog Day. Created by family-owned Barhyte Specialty Foods, Suzie’s recipe was formulated by matriarch Suzie Barhyte, who is renowned for her love of all sporting events.

“My definition of joy can be bundled in three words: food, sports and friends,” Barhyte explains. “What better way to celebrate than an entire day of watching basketball, serving up piles of corndogs slathered in mustard and spending time with the people I love? Bring on National Corndog Day – I can’t wait!”

More than just a proclamation, National Corndog Day organizers host an [online party registry](#), allowing participants to post dates and, if they desire, locations of their public and private parties. By teaming with their sponsors, NCD also offers [“Party Packs”](#) to registrants, which include all the makings of a great corndog-and-basketball themed party. More than 300 packs already have shipped to registrants nationwide loaded with coupons towards the purchase of Foster Farms corndogs and other party supplies; an 8-oz. bottle of Suzie’s Mustard; commemorative T-shirts and printed balloons; a tally sheet poster, and much more.

“One of the great aspects of National Corndog Day is that each party makes the event their own,” says NCD Founder Brady Sahnou. “We’ve seen a corndog engagement party, a block party, even a party in Oklahoma that raised over \$1,500 for a local charity.”

A number of National Corndog Day prizes and discounts are available on www.Barhyte.com, including:

- A [25% discount on all Suzie’s Mustard purchases](#) (use promo code: NCD2012)
- Cash and condiments awarded daily through Suzie’s “Saucy Mama Basketball Bracket”
- And a \$200.00 prize for the best National Corndog Day video

For more information about prizes and about Suzie’s Mustard, visit www.Barhyte.com. Complete details about National Corndog Day and NCD party packs are available at www.CorndogDay.com.

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EDITOR'S NOTE: Media can identify local National Corndog Day parties by visiting <http://www.corndogday.com/parties>.

If you are interested in covering something other than shamrocks and leprechauns, please contact us to connect with a party host in your area.

Samples of Suzie's Mustard or other Barhyte Specialty Foods condiments are available to members of the media upon request

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