

***PRESS RELEASE * PRESS RELEASE *PRESS RELEASE**

FOR IMMEDIATE RELEASE

Contact Information
Mallory Jensen
Work: 214) 485-7301
Cell: 214) 435-5738
Email: Mallory@biginkpr.com



Stick a Fork in It... It's done!

House of Reps Recognizes October 26 as Texas Chicken Fried Steak Day

Dallas, Texas (April 28, 2011) – It is official. Representative Ralph Sheffield signed a resolution April 19, 2011 designating October 26 as Texas Chicken Fried Steak Day. By signing the resolution, Representative Ralph Sheffield recognized that “This signature dish occupies a special place in the culinary culture of the Lone Star State... and extends sincere best wishes to all who are taking part in this unique occasion.” Texas Chicken Fried Steak Day, a holiday paying homage to the beloved entrée, was spearheaded by Jeffrey Yarbrough, long-time restaurateur and CEO of bigInk.

In 2010, bigInk rallied with several restaurants throughout the state and celebrated by offering special deals and other inaugural promotions to celebrate the first annual Texas Chicken Fried Steak Day. “With the signing of this resolution, I hope we can bring together even more restaurants throughout Texas to celebrate this iconic dish,” Yarbrough said. “As a seventh generation Texan, I feel it is important to recognize this special dish that reflects the history and diversity of our state.” To celebrate the resolution of Texas Chicken Fried Steak Day, Yarbrough made his way to Mary’s Cafe in Strawn, Texas for its 25th anniversary celebration where the cafe served up free chicken fried steaks to revelers.

For more information about Texas Chicken Fried Steak Day or to find out how you can be involved in this year’s celebration, contact bigInk at 214) 485-7300.

About bigInk:

bigInk, founded by President and CEO, Jeffrey Yarbrough, is a full service PR and Marketing Company specializing in restaurants, bars, fashion, food, entertainment, wine and lifestyle oriented clientele. bigInk was named one of the Top 25 Public Relation Firms by the Dallas Business Journal. For more information, visit www.biginkpr.com or call 214) 485-7300.

###