



THE BITE OF OREGON

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For Immediate Release

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The Bite of Oregon Kicks-off Year 28 with Momentum and a New Presenting Sponsor – August 12-14, 2011

Oregon's top culinary showcase, the Bite of Oregon - now in its 28th year, follows a successful 2010 with a new 2011 presenting sponsor – Amica Insurance. An expected gathering of nearly 50,000 foodies, Oregon wine, and Oregon craft beer lovers will descend on Portland's Waterfront Park August 12th through 14th to experience some of the best that Oregon has to offer.

The 2011 Bite promises to build on the popular new additions that debuted at last summer's event: the Oregon Dessert Pavilion presented by Boyds Coffee, Portland Food Cart Cuisine, the Gerry Frank's Oregon Chef's Table presented by The Oregonian and the U.S. Bank's Kids' Faire. Important mainstay features return including the very popular Iron Chef Oregon competitions presented by NW Natural, the expanded Sysco's Oregon Chef Stage, the popular Oregon Craft Beer Gardens featuring greater selection, continuous music and entertainment, and one of the largest Oregon wine tastings in the state taking place in the MIX Wine Pavilion.

"Special Olympics Oregon welcomes Amica Insurance to our family of Bite sponsorship partners," Bite of Oregon, General Manager, Patty Brandts stated recently. "Amica Insurance was a great addition to the Bite in 2010 and we

welcome them to the Bite in 2011 and are thrilled to have them as our presenting sponsor.”

Debuting in 2011 is a brand new area called Sustainable Oregon, presented by Recology Portland, which will feature some of the state's best “green” options. Oregon is known as one of the top U.S. “green” cities in America.

The Bite of Oregon, burst onto the Portland event scene in 1984, and has introduced hundreds of the latest dishes from new and well-known restaurants, helped establish the popularity of the Oregon wine industry, and, most importantly, has raised needed dollars for Special Olympics Oregon. This year, Special Olympics Oregon encourages food, beverage and fun lovers to come and enjoy this always-improving Oregon summer tradition!

What: 28th Annual Bite of Oregon presented by Amica Insurance

When: August 12 – 14, 2011, **FRI, Aug 12, 2011** – 11am-10pm •

SAT, Aug 13, 2011 – 11am-10pm • **SUN, Aug 14, 2011** – 10am-8pm

Where: Tom McCall Waterfront Park: Portland, Oregon

Who: Oregon Restaurants and featured Chefs, over 120 menu items, over 25 Oregon wineries, celebrity chefs, over 30 flavors of Oregon craft beer, 2 entertainment stages, Iron Chef Oregon Competitions, Oregon Chef's Stage, Oregon's Chef Table, Dessert Pavilion, Portland Food Cart Cuisine, and much more.

Why: Benefits Special Olympics Oregon

Web: www.biteoforegon.com, **Twitter:** www.twitter.com/biteoforegon

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About Amica

Amica Mutual Insurance Company, the nation's oldest mutual insurer of automobiles, was founded in 1907. The company, with corporate headquarters in Lincoln, RI, is a national writer of automobile, homeowners, marine and personal umbrella liability insurance. Life coverage is available through Amica Life Insurance Company, a wholly owned subsidiary. Amica employs more than 3,200 people in 40 offices across the country.

About Special Olympics Oregon:

Special Olympics Oregon is serving more than 8,000 participants with intellectual disabilities every day, every month, every year through participation in Olympic-type sports. Through our signature sports programs, athletes gain self-confidence, social competency and other enhanced skills giving them continuing opportunities to develop physical fitness, demonstrate courage, experience joy, and participate in a sharing of gifts, skills, and friendship with their families, other Special Olympics athletes, and the community. For more information on how to volunteer, coach, donate or become an athlete please visit our website at www.soor.org

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