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Cupcakes Bring Love and Giving to Phoenix at Inaugural Event

'Cupcake Love-In' Supports Local Organizations During First Event of Its Kind

Scottsdale, AZ (August 15, 2010) - On Sunday, October 10, 2010, the Valley will get its first taste of a uniquely creative culinary event dedicated to a timeless favorite - the cupcake. While these bites may come in small packages, the inaugural Cupcake Love-In will pack a punch with an event-filled day fit for all ages. At the forefront are the two local beneficiaries who will receive 100% of ticket sales and a generous portion of the event's proceeds - Singleton Moms and Safe Haven for Animals. Established in 2006, Singleton Moms is a non-profit that helps single mothers in their battle against cancer through easing financial and household responsibilities. Safe Haven for Animals is a no-kill, non-profit animal shelter providing foster care and adoption services throughout the Valley.

Says event founder, Kelly Garcia of Butter and Me Cupcakery, "The impetus for the Cupcake Love-In was really a combination of things. We really wanted to create a community focused event that appeals to all ages, is very family friendly and would shine the light on two great local charities who deserve our attention. And to date, we have not seen really any culinary events in the Valley focused specifically on desserts or our favorite, cupcakes!"

Sweet (and savory) tooth's young and young at heart will enjoy a Kids' Corner, a cupcake eating contest for the bigger kids (adults), secret prize giveaways and a raffle drawing emceed by ABC 15's Andi Barness. The event's participants will enter their creations in the overall cupcake competition to be judged by a panel of local celebrity chefs and big name Valley foodies. Categories will range from the Most Outrageous Cupcake, Best Savory Cupcake to Best Use of Secret Ingredient.

Event admission is \$10 for bigger kids and free for smaller ones 6 years and under. For event information, tickets and participants, please visit CupcakeLoveIn.com. To

learn more about the event's two beneficiaries, please visit SingletonMoms.org and Safe Haven for Animals at AZSHFA.org.

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