



CARE, Cancer Aid Resource & Education, Inc. is looking for several area restaurants who want to vie for the best red enchilada recipe in the region!

Restaurants/chefs are asked to compete during CARE's 2<sup>nd</sup> Annual The Big Event: A Community that CAREs event, to be held September 21<sup>st</sup>-24<sup>th</sup> at Plaza de Las Cruces, Downtown Las Cruces. Roberto's Enchilada Cook-Off contest will be held on Sunday, September 24<sup>th</sup> from 12:00 to 3:00 p.m. and will honor a local icon, Roberto Estrada of Roberto's Mexican Food. Thus, we are proud to announce:

**"Roberto's Enchilada Cook-Off Contest"!**

Roberto has been known for always giving back to our community and for his involvement in The Whole Enchilada Fiesta. Roberto cooked the famous big red enchilada at the fiesta. The Whole Enchilada held the Guinness World Record for largest flat enchilada from 2000 through 2010, until a city in Mexico claimed that record with a 230-foot rolled enchilada.

The restaurants that participate will have the honor to be a part of a special contest that will fundraise and promote improving the lives of Doña Ana County residents who have recently been diagnosed cancer and are in active treatment. This contest will encompass a love of humankind by these restaurants, encouraging participation of joining of resources and action for the public good. This will be achieved by creating a fun contest where our entire community will have the opportunity to contribute to our mission in a meaningful way by promoting our culture, love of humanity and involving all our communities in Doña Ana County.

And, think of the bragging rights! With this healthy contest promoting our local restaurants and our local great food, who will get to say?:

**"I have the best red enchiladas in town!!!"**

**The Big Event....A Community that CAREs**

**Roberto's Enchilada Cook-Off Contest**

**When: Sunday, September 24, 2017 – 12:00 to 3:00 p.m.**

**Where: Plaza de Las Cruces, Downtown Las Cruces**

**Taster's Fee: \$5**

**Contact:**

**Yoli Diaz, Executive Director – 575-649-0598**

**CARE – Cancer Aid Resource & Education, Inc., 125 North Main Street, Suite 114, Las Cruces, NM 88001**



## Roberto's Enchilada Cook-Off Contest

Rules and Guidelines  
Entrant/Restaurant Fee \$50

1. All entrants/restaurants must have applicable permits, catering permit.
2. All entrants/restaurants will prepare enchiladas at their approved kitchens.
3. All entrants/restaurants will need to supply their enchiladas, canopies, chafing dishes, tables, sampling plates, forks, wash bins, banners, festive decorations, etc.
4. All entrants/restaurants will need to supply a minimum of 500 samples.
5. All entrants/restaurants will be ready to serve their enchiladas for sampling from 12:00 to 3:00 p.m. on Sunday, September 24, 2017 at Plaza de Las Cruces and Main Street.
6. The best red enchilada will be announced at 4:00 p.m.
7. Voter count will be tallied and verified by the accounting firm, Beasley, Mitchell & Co.
8. Please submit entry form with check to the CARE Volunteer or mail to:  
CARE – Cancer Aid Resource & Education, Inc.  
125 North Main Street, Suite 114  
Las Cruces, NM 88001
9. Prize for best tasting enchilada: Rolling Trophy, Plaque and Bragging Rights  
+ Winner will defend their title the following year or forfeit to the new winner

### RELEASE OF LIABILITY

I, \_\_\_\_\_, (name) of \_\_\_\_\_ (restaurant) in consideration of my voluntary participation in the Roberto's Enchilada Cook-Off Contest during The Big Event...A Community that CAREs event, hereby grant to CARE – Cancer Aid Resource & Education, Inc. and City of Las Cruces, the right to record, broadcast and otherwise exploit in any and all media throughout the world my performance in the event and/or event to use my name, likeness, voice and biographical information concerning me in the connection therewith. I voluntarily assume all risks associated with my participation in the event and hereby release and hold harmless CARE – Cancer Aid Resource & Education, Inc. and City of Las Cruces, the sponsors of and suppliers to the event, and their respective directors, officers, employees, agents, successors and assigns, from and against any and all claims, damages, liabilities, costs, and expenses, including reasonable attorney's fees, arising out of my participation in the event, including without limitation any personal injuries (or damage to my property) which I may incur as a result of participation in any of The Big Event...A Community that CAREs events. I warrant that I am of legal age and that I have read and fully understand the foregoing terms and agree to the contest rules and regulations.

Restaurant Name \_\_\_\_\_

Contact Name \_\_\_\_\_ Phone \_\_\_\_\_

Address \_\_\_\_\_

Email \_\_\_\_\_

I have read and agree to abide by all the Contest rules, regulations and release of liability as stated.

Signature \_\_\_\_\_ Date \_\_\_\_\_