

# LUMBRE

## CHILE EATING CONTEST

New Mexico chile (or New Mexican chile) is a group of cultivars of the chile pepper, initially developed by pioneer horticulturist, Dr. Fabián García, at New Mexico State University (NMSU) in 1894, then known as Las Cruces College and the New Mexico College of Agriculture and Mechanic Arts. The New Mexican-type chile is an important ingredient in the Southwestern food industry. Chiles have grown from a regional food for tourists to an important international export. NMSU has the longest continuous program of chile improvement in the world. Chile's most recognizable trait is heat. With our "to be famous" Lumbre Chile Eating Contest this inaugural year of The Big Event....A Community that CAREs, we want to know,

## "Can You Handle the Heat?"

### Prizes

1<sup>st</sup> Place - \$300 + Trophy + Bragging Rights  
2<sup>nd</sup> Place - \$200 + Trophy    3<sup>rd</sup> Place - \$100 + Trophy

Event: The Big Event...A Community that CAREs  
When: Sunday, September 24, 2017  
Time: 3:00 p.m.  
Where: Plaza de Las Cruces, Downtown Las Cruces  
Fee: \$10 per Contestant (No refunds)  
(Limited to 30 Contestants)



#### Contacts:

Lupe Ogaz, Chair – 575-649-7053  
Ron Ledesma, Co-Chair – 575-649-9671

CARE - Cancer Aid Resource & Education, Inc.  
125 North Main Street, Suite 114  
Las Cruces, NM 88001  
Yoli Diaz, Executive Director – 575-649-0598

# The Big Event - Lumbre Chile Eating Contest

## Rules and Regulations:

1. Contestants must be at least 18 years old.
2. Contestants will have 5 minutes to eat as many lumbre chiles as possible.
3. Contestants cannot remove chile seeds from lumbre chiles or alter lumbre chile in any way.
4. Chile peppers must be eaten down to within 1/8 inch of the cap to be counted.
5. Only one chile may be eaten at a time.
6. The winner will be determined by the number of stems on the contestant's plate after time has been called.
7. Contestant will be allowed to drink water during the contest.
8. Contestants cannot coat the inside of their mouth with any kind of protective coating. Anyone caught will be disqualified.
9. Contestants will be disqualified should they be unable to keep peppers down during contest.
10. Contestants will be allowed to finish any pepper remaining in their mouth when time is called.
11. Should there be a tie, contestants will compete in another 5 minute competition.
12. All judging decisions are final.

**Prizes: 1st Place - \$300 + Trophy + Bragging Rights**  
**2nd Place - \$200 + Trophy**  
**3rd Place - \$100 + Trophy**

## RELEASE OF LIABILITY

I, \_\_\_\_\_, (Print Name) in consideration of my voluntary participation in the Lumbre Chile Eating 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.

Name: \_\_\_\_\_ Nickname: \_\_\_\_\_  
(Please provide copy of ID)

DOB: \_\_\_\_\_ Mailing Address: \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

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

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

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**OFFICE USE: Date Received \_\_\_\_\_ Payment Type \_\_\_\_\_ Amount \_\_\_\_\_**