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FOR IMMEDIATE RELEASE

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**COOKING UP COMMUNITY SPIRIT WITH ROCHESTER'S GREAT AMERICAN BAKE SALE**  
*A fundraiser for Share Our Strength's No Kid Hungry Campaign*

ROCHESTER, Mich. - June 16, 2011 – We're rolling it, patting it and marking it with a "B" for Bake Sale! Rochester's Great American Bake Sale will be held on Saturday, Aug. 6, from 8:00 am to 1:00 pm at the Downtown Rochester Farmers' Market.

This community-wide bake sale will benefit Share Our Strength's No Kid Hungry Campaign. Share Our Strength's goal is to end childhood hunger in America. With your help, they believe this goal can be achieved by 2015. We are seeking both bakers and baked goods fans too!

Those interested in donating baked goods to Rochester's Great American Bake Sale should visit [www.DowntownRochesterMI.com/events/events-calendar/bake-sale/](http://www.DowntownRochesterMI.com/events/events-calendar/bake-sale/) to download a donation form or submit their donation electronically. And those with a sweet tooth should attend the event on Aug. 6!

"More than 17 million kids in America are at risk of hunger," said Kristi Trevarrow, executive director of the Rochester Downtown Development Authority. "Through the Bake Sale, we believe that our community can make a difference!"

Additional information on Rochester's Great American Bake Sale will be available in July. Anticipated activities included at the Bake Sale are a cakewalk, cupcake-walk, cooking demonstrations and baked good "eating" contests. So bring your wallet *and* your appetite for this Great cause!

Other downtown Rochester events include the Downtown Rochester Farmers' Market, every Saturday morning through Oct. 29; Movies in the Moonlight on July 9, 16, 23 and 30; Sidewalk Sales on July 14, 15 and 16; The Big, Bright Ball on July 31; and Restaurant Week, Aug. 7 – 12. For more information on the

Rochester DDA and downtown Rochester, including a complete list of events and sponsorship opportunities, please visit [www.DowntownRochesterMI.com](http://www.DowntownRochesterMI.com).

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