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“Clunkers” Program from Laura’s Lean Beef Gets Grill Owners Fired Up

LEXINGTON, KY (August 25, 2009) – A social media contest from the Laura’s Lean Beef Company based on the government’s “CARS” program has grill owners across North America posting pictures of their charcoal clunkers online in a quest to win a replacement – and the ironic title of most embarrassing backyard broiler.

The promotion called G.R.I.L.L., short for Grill Replacement Initiative from Laura’s Lean, has elicited close to 100 entries in just its first few days. A rogue’s gallery of rusty, old, last-gasp grills is available online at flickr.com/laurasleanbeef. All of the pictures come with descriptions by their owners and many with pleas for help.

“We’re big believers in the power of social media to connect with our customers and build enthusiasm for our brand,” says Chris Anderson, director of marketing and customer service for the Laura’s Lean Beef Company. “This is just one element of our outreach which also includes online recipes, cooking tips and other food and health information.”

Program updates are available daily at twitter.com/laurasleanbeef and facebook.com/laurasleanbeef. New grills will be awarded three times over the next three weeks.

About the Laura’s Lean Beef Company

Founded in 1985 and headquartered in Lexington, Kentucky, Laura’s Lean Beef Company is the most successful lean, natural beef company in the country, with distribution in more than 6,500 grocery stores. Offerings include a complete selection of fresh cuts of beef, frozen patties, as well as three award-winning, fully-cooked entrees: Shredded Beef in Barbecue Sauce, Beef Pot Roast au Jus, and Meatloaf with Tomato Sauce.

All of the company’s products come from cattle that are humanely raised, without growth hormones or antibiotics, and fed a natural diet of grasses and grains. For more information, visit www.laurasleanbeef.com or call 1-800-ITS-LEAN.

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