

For Immediate Release, October 1, 2012

A WHOLE LOTTA LOAF

Alternative philanthropists "Burning Loaf" to attempt to set Guinness World Record™ for world's largest meatloaf on October 13, 2012 in San Francisco Bay Area

El Cerrito, California — The rules of Burning Loaf are simple: get a group of guys together, barbecue a meatloaf, and give away money.

What began in 2004 as a simple—and in many ways ridiculous—idea has gained serious traction. Having raised more than \$55,000 over the past eight years for direct impact charities, Burning Loaf founders Matt Easton and John Kendall have set their sights on even bigger things. **On Saturday, October 13th at an event in El Cerrito accessible to press and adjudicators, the Burning Loaf crew will attempt to set the world record for largest meatloaf. Burning Loaf is registered for this attempt with Guinness World Records.™**

Easton, an El Cerrito resident, says: "We'd like to put Burning Loaf officially in the record books to change the way people think about charity. We want people to think active, extravagant, and absurd. Having barbecued meatloaves approaching one hundred pounds in the past for causes like food banks and disaster relief, we can think of no one better than Burning Loaf to own the world record for World's Largest Meatloaf."

Slated to attend are a California state-licensed “weighmaster” and other members of the community. While an event like this takes expertise and teamwork, the loafers insist that anyone can do meatloaf-driven fundraising. “As important as the record itself is the possibility that we can further the Burning Loaf cause: more guys making more meatloaf in more places and doing some good together,” says Kendall, who lives in Burlingame, California.

The intended result for October 13th? Burning Loaf being placed into the Guinness World Records™ by way of a meatloaf weighing at least 220 lbs., and a generous gift to the Iraq and Afghanistan Veterans of America.

Please contact Matt Easton for more information or to arrange phone interviews before or after the event. **Members of the press are invited to attend Burning Loaf and should contact Matt Easton for details.**

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Burning Loaf would like to thank:

MARIN SUN FARMS, a 100% grass-fed and pasture-raised farm in Point Reyes Station, CA, for supplying BL with beef, pork, and eggs at a significant discount. www.marinsunfarms.com

ALTA WINERY, a small batch Napa, CA winery, for providing BL with significantly discounted Cabernet Sauvignon. www.altawinery.com

FIRST PRESBYTERIAN CHURCH OF BERKELEY for the discounted use of their kitchen facility in preparation for the Burning Loaf World Record Event. www.fpcberkeley.org

About Burning Loaf:

Burning Loaf is a giant meatloaf party for men. The founders consider it an “open-source” form of charity: hook it up to your community or your cause! Burning Loaf began as an annual event in 2004 in the San Francisco Bay Area and has raised more than \$55,000 for food banks, disaster aid, and microfinance since that time. Burning Loaf events have been or will be held in Michigan, New Hampshire, New York, and Indiana. Burning Loaf can be found on Facebook or at www.burningloaf.org.
