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FOR IMMEDIATE RELEASE

## **TITLE: CUPCAKE CAMP SEATTLE IS BACK – SWEETLY BENEFITS HOPE HEART FOUNDATION**

SEATTLE, WASH., February 11, 2011 – There may be no sweeter way to help your heart than to participate in this year's CupcakeCamp!

On April 17, 2011 12pm-4pm, The Canal, a Jewel Hospitality property will open its doors to cupcake enthusiasts from around the city. Last year, Bella Cupcake Couture organized the first annual Cupcake Camp Seattle fundraiser and it was a sweet success with nearly 1,000 attendees, 70 bakers and raised just over \$5k for the Hope Heart Institute. This year promises to be even better.

An event for cupcake lovers: Bake or buy cupcakes to bring -or- just come to eat and help a good cause. The event will bring together local cupcake companies and the public to showcase their products as well as raise money for Hope Heart Institute. Activities include cupcake eating contests, cupcake wrapper decorating, baker's competitions, and more. Why? Because who doesn't love cupcakes?

The event is free again but this year you will need tickets to sample cupcakes. Tickets for tasting are \$8 online prior to the event or \$10 at the door. Ticket valid for 6 mini cupcake tastings or 3 standard size cupcakes the day of the event. To purchase tickets visit: <http://cupcakecampseattle.eventbrite.com>

The Hope Heart Institute was founded in 1959 for the purpose of researching reconstructive cardiovascular medicine and their accomplishments include the world's first successful experimental Coronary Artery Bypass Graft. You may ask if eating cupcakes and a healthy heart go together. Following the rule that sweet treats should be enjoyed in moderation; cupcakes can be the perfect petite indulgence to fulfill ones sweet tooth craving. A little bit of love can make a big difference and everything tastes better when shared. Charity never tasted sweeter!

CupcakeCamp Seattle is a gathering born from the desire for people to share and eat cupcakes in an open environment. And what better place to have this celebration than with a waterfront view of the Hiram M. Chittenden Locks in Ballard. When you arrive at The Canal, a Jewel Hospitality property, you'll instantly realize that you have an unsurpassed location, with great interior and exterior spaces, breathtaking views, and an unmatched historic appeal on a working waterway.

No big-hearted cupcake lover will be turned away. CupcakeCamp Seattle is all about sharing and celebrating cupcakes, community and creativity. This years two Champagne Level Sponsors are two NW favorites; **New York Cupcakes and Wink Cupcakes**. New York Cupcakes is located in Bellevue and was voted Seattle's Best Chocolate Cupcake by Seattle Metropolitan Magazine in 2009. Wink Cupcakes is located on the top of Queen Anne Hill and serves up a variety of flavors and even offer gluten-free.

During this "Sweet Fest" you will also find a cupcake eating competition brought to you by Trophy Cupcakes. Who wouldn't want to gobble down as many Trophy Cupcakes as you can? Last year, 6 cupcakes were consumed in 90 seconds by Billy the Fridge. Who will beat this record this year?

Other sponsors include Bella Cupcake Couture, The Canal- Jewel Hospitality, Cakespy.com, CakeCentral.com, Bella Bella Cupcakes, Little Britches Bakery, Celebrity Cake Studio and ten more cupcake shops being confirmed soon. Coffee will be on hand by MiddleFork Roasters, milk by Smithbrother Farms, and even a kids area where kids of all ages will be able to decorate their very own Bella Cupcake Couture wrappers.

And if there wasn't already so much to see, do and taste at the event, here is another fun option for you cupcake artists.....participate in the cupcake competition. Categories include Best Seattle themed, Most Unique Ingredients and in honor of our charity Hope Heart Institute they will have Most Healthy cupcake. Judges for this competition include: **Jessie Oleson of Cakespy.com, Kelley Moore of Kelley Moore Creative Media, Keren Brown of Frantic Foodie, Melody Biringer of CRAVE Company, Robyn Broker of Cake Central Magazine** and Sue Keller dietician for the Hope Heart Institute.

For details visit [www.cupcakecampseattle.com](http://www.cupcakecampseattle.com), [www.bellacupcakecouture.com](http://www.bellacupcakecouture.com) or e-mail info@bellacupcakecouture.com. For more information about Hope Heart, please visit [www.hopeheart.org](http://www.hopeheart.org)

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