

Texas Tower PR

Student-run public relations firm at The University of Texas at Austin.

Theatre Action Project Hosts Kookie Cookie Cook-Off

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Texas Tower PR's account, the [Theatre Action Project](#), settled the long running argument last year of what restaurant has the best macaroni and cheese in Austin with their [Mac 'n Cheese Smackdown](#).

This year, TAP continues to serve the community by finding the answer to another burning question: what bakery makes the best cookies in Austin?

The Theatre Action Project and [Central Market](#) are excited to invite you to the [Kookie Cookie Cook-off!](#)

The cook-off features local bakers competing for the title of Best Cookie in Austin. Each bakery introduces their cookie and discusses what makes it special. A panel of celebrity judges will try each cookie and will decide the final winner.

This event will also feature live music from [Sarah Hickman and the Family Time Rocks Band](#), the musical styling's of the [Biscuit Brothers](#), and a live magic show by [Kent Cummin](#). Activities and crafts will also be available for those feeling creative.

Texas Tower PR's role in the promotion of this event began by compiling a list of food and parent bloggers in the Austin area. TAP took this list and made comments on blog posts, to start an initial dialogue with these bloggers. Once they establish a relationship, they will directly pitch the event to each blogger by inviting them to the cook-off.

TAP also focuses on traditional media, as news reports and papers are the best venue to reach out to parents. The TAP account team assembled various popular news calendars to submit the event to. Tower then brainstormed both parent and children organizations that TAP could reach out to who might be interested in the cookie cook-off.

Tower members will be in attendance the day of the event volunteering, taking pictures, running activities, and tackling media relations. Account members will be submitting pre- and post-event write-ups for the [TAP blog](#). Those of us on the account are very excited to see who is the winner is!

1/18/2011

Theatre Action Project Hosts Kookie Co...

Please join us Saturday, November 6th from 12 p.m. to 5 p.m. at the Central Market on North Lamar. It's sure to be a fun event for everyone!

Laura Fidelman

Theatre Action Project Account Executive

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