



#### OLD BAY Kicks Off "Summer of Baytriotism" Celebration

June 7, 2012

Baltimore's iconic seacoasting displays hometown pride with the reveal of the PM OLD BAY® Garage, the announcement of a special restaurant promotion and more.

SMITHS, MD (June 7, 2012) – OLD BAY is proud to call Baltimore home and eager observer. To highlight hometown pride and Baltimore's love for the seacoasting, OLD BAY officially kicked off its "Summer of Baytriotism" celebration this morning at Miss Dinty's restaurant on Pratt Street. The Summer of Baytriotism includes unique events, exclusive OLD BAY experiences and various displays of Baltimore pride taking place including:

- The PM OLD BAY Garage – The biggest OLD BAY tribute is on proud display on President Street. OLD BAY is painting the town blue and yellow this summer, and the PM OLD BAY garage is impossible to miss. With the transformation of the garage, OLD BAY has officially created the largest can of OLD BAY, weighing in at 82 tons.

- A Taste of Baytriotism Restaurant Promotion – OLD BAY is launching a unified restaurant promotion (June 22 – 30) featuring exclusive OLD BAY menu items. The week's top restaurants are participating and competing to win bragging rights and 70 pounds of OLD BAY in honor of OLD BAY's seven decades of flavor. Rick Kasper, former Baltimore Sun columnist and author of the new book, "Baltimore Beer: A Satisfying History of Charm City Brewing," along with a panel of OLD BAY experts, will determine the winner by judging the most innovative Taste of Baytriotism menu. [www.baltimorebeer.com](http://www.baltimorebeer.com)

- Baltimore-centric Billboards – OLD BAY is defining what it means to be a true Baytriot with more than a dozen creative and witty Baltimore-centric billboards. Drivers across the area are being reminded that real Baytriotists "Don't Duckin'," "Shout 'O'," "Get off Newsagents," "Steam Their Own," "Go Downright" and "Go on Steaps."

- The Voice of OLD BAY Radio – Marianne Hendrix, a stay-at-home mom from and raised in Highlandtown, was revealed as the winner of The Voice of Baltimore search and named the Voice of OLD BAY Radio. MGH, a Baltimore-based advertising and marketing agency behind the Summer of Baytriotism, found Hendrix after launching an open casting call in April to find an authentic and lively voice. Hendrix's voice is featured in two nostalgic OLD BAY radio spots that stir up Baltimore memories and points of pride. She is also helping Baltimoreans speak proper "Bawltimores" on the soundboard of the OLD BAY Facebook page ([www.facebook.com/oldbay](http://www.facebook.com/oldbay)). By clicking on select words such as "bawltim", "bawltimous" and "Shout 'O'", users hear the correct way to pronounce the words like in real Baltimoreans.

- Blipper – Baltimore is the first U.S. city to use Blipper, an engaging technology that allows Baltimoreans to bring their favorite OLD BAY products and packaging to life using their smartphones. By "blipping" an OLD BAY can, logo, or the PM OLD BAY garage throughout the season, users will be served up OLD BAY recipes. Baltimore thinks and games depending on the OLD BAY image "blipped." OLD BAY was selected by the company for product allegiance and pride.

"Baltimore is unique. Just like OLD BAY, the people here are genuine and loyal to their hometown and traditions," said J.R. Pratt, vice president of marketing for OLD BAY. "We wanted to pay homage to the town we call home and to the people who make this area great. Through the Summer of Baytriotism, we are thanking Baltimoreans for their OLD BAY support and calling attention to points of pride that put the charm in Charm City."

Note to Editors:

- Images of the OLD BAY garage and billboards are available upon request. Radio spots are also available. Please contact Kathleen Shaffer at 410-933-8353 or [kshaffer@oldbay.com](mailto:kshaffer@oldbay.com).

About OLD BAY

For more than 70 years, the distinctive blend of 18 herbs and spices has been a time-honored taste. Just as the recipe hasn't changed, neither has the iconic yellow and blue can. Once only enjoyed by a lucky few along the Chesapeake Bay, OLD BAY® Seasoning has gained fame all across the country. Best known as THE seasoning for shrimp, salmon, crab and other seafood dishes, these days, OLD BAY is used to flavor hamburgers, chicken, pizza, pasta, vegetable dishes and more. OLD BAY® Seasoning is also available with 30% less sodium and has been the inspiration for 14 additional offerings. For information, recipes and the OLD BAY online store, visit [www.oldbay.com](http://www.oldbay.com) and [www.baytriotism.com](http://www.baytriotism.com).

OLD BAY is one of McCormick & Company's (MCC) portfolio brands. As the leading global supplier of innovative flavor solutions, McCormick has built a portfolio of leading flavor brands that enhance people's enjoyment of food all around the world. Every day, no matter where or what you eat, you can enjoy food flavored by McCormick. McCormick brings passion to flavor.™

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