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**Well, Shucks...**

**Fish City Grill Celebrates its First Oyster Fest**

*Oyster Eating Contest, Prizes, Fundraiser for Two Local Charities and New Menu Items*

**DALLAS (April 5, 2010)** – Neighborhood Ventures, Inc., the fun-loving and friendly parent company of Fish City Grill and Half Shells restaurants, will celebrate the love of oysters during its inaugural Oyster Fest, April 12 – 25, 2010.

“We have wanted to host an Oyster Fest since we opened the first Half Shells in 1995, and decided it was time to go for it,” said Bill Bayne, who co-founded Fish City Grill with his wife, Lovett. “As part of giving back to the communities that support us, we are pleased to recognize two charities – Challenge Air and The White Rock Lake Foundation – as recipients of the proceeds from fundraisers running in conjunction with Oyster Fest. The culmination of Oyster Fest will be an oyster eating contest which promises to be fun and entertaining, as well as an excellent fundraiser.”

In addition to the oyster eating contest, raffle tickets will be sold to help raise money for Challenge Air and The White Rock Lake Foundation. Prizes include a Taylor Made Touring Golf Bag valued at \$175, a golf gift basket, 4 tickets and a parking pass to a Ranger’s Game, Tito’s Snow Board, and gift baskets from Tito’s Handmade Vodka and Fat Tire Amber Ale.

Oyster Fest’s oyster eating contest will take place at 3 p.m. on:

- Saturday, April 24 at Fish City Grill, 2323 N. Henderson in Dallas and,
- Sunday, April 25 at Half Shells, The Shops at Legacy, Bishop St. in Plano.

The Oyster eating contest is simple. Played as a team of four, each team has two minutes – 30 seconds per team member – to eat as many raw oysters as possible. Contestants receive a tray with 100 pre-shucked oysters on the half shell. If the contestant consumes all the oysters on the tray, supplemental dozens are given to the team. Contestants are allowed to “flavor or dress” each oyster before the competition begins, but are not allowed to move the oyster out of their shell prior to the start of the competition. For an oyster to be counted in the final total, it must be in the contestant’s mouth at the end of the time limit (e.g. not in the contestant’s hands).

In addition to earning bragging rights for the year, contestants are supporting two deserving charities. All teams are required to pledge a minimum of \$300. Team members can either pay or have sponsors to pledge their entry fee. The winning team receives a trip to New Orleans for three days and two nights, courtesy of Fish City Grill and Half Shells.

Contestants must complete and return their contest application, which are available at participating Fish City Grill or Half Shells locations, by 4 p.m. on Monday, April 12.

“Oyster Fest promises to be great fun and a terrific way to raise awareness of and contributions for our two selected charities. We will also have special menu items during Oyster Fest for our guests to enjoy,” said Bayne.

Fish City Grill's Oyster Fest menu includes raw oysters, Oysters Rockefeller, Tito's Oysters, Thai Chili Oysters, Black & Blue Oysters and Buffalo Oyster Tacos, as well as the seafood restaurant's classic Oyster Nachos. Wines from Oyster Bay Winery, Tito's Vodka Martinis and Abita Amber Ale will also be highlighted.

Fish City Grill is a full service neighborhood seafood joint, providing a family friendly, cozy dining experience, offering great seafood items such as its signature Oyster Nachos, Honey Chipotle Shrimp, Serafin's Fish Tacos and delightful chalkboard specials that change daily for lunch and dinner. The menu also includes a "Things That Don't Swim" category, which offers non-seafood items such as Hugo's Louisiana Pot Roast, Red Beans & Rice, as well as delicious grilled chicken and pasta dishes. Guests can also enjoy a full bar and well-priced wine list.

Not only does Fish City Grill offer great food and great service, but its owners also pass along one of its unique company philosophies. A passion for creating an "Awesome Place to Be" where employees and guests feel better about life after they leave our restaurants than before they came in.

Listed as one of the "Best Companies to Work" for in Texas by the Best Companies Group for four consecutive years, Fish City Grill also supports its local communities with its "First Tuesday Benefit" program. The program donates 15 percent of the daily sales to a local charity on the "First Tuesday" of every month.

For more information on Fish City Grill, Half Shells and Neighborhood Ventures, Inc. please visit [www.fishcitygrill.com](http://www.fishcitygrill.com).

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