



FOR IMMEDIATE RELEASE

Media Contacts:

Andrea Wasilew Larson
541-639-5002, andrea@every-idea.com

Lauren Johnson, Newport Avenue Market
541-382-3940

A YEAR OF HOLIDAYS, A COOKBOOK BY REE DRUMMOND, THE PIONEER WOMAN, JUST ARRIVED AT NEWPORT AVENUE MARKET

A limited number of autographed copies will be available through special promotions and recipes will be featured in the deli.

BEND, Ore. – November 1, 2013 – An exclusive supply of Ree Drummond's new, highly regarded, cookbooks, [*The Pioneer Woman Cooks: A Year of Holidays*](#), are now available at [Newport Ave. Market](#). Newport will host drawings in-store and on Facebook, along with other special giveaways of additional autographed copies of the new cookbook. Recipes from the new cookbook for simple, scrumptious celebrations will be created in the deli for sampling and purchase through the month of November.



Not just any cookbook, The Pioneer Woman has created this cookbook, the third in her series, over the past year. It features simple, wow-factor, scrumptious holiday recipes.

Ree is a proclaimed writer, blogger, photographer, and accidental country girl. She has taken her passion for food and incorporated it with her photography and ranching lifestyle to create two previous cookbooks that have been best-sellers.

In an effort to feed the hungry in Central Oregon, Newport Ave. Market will also host a silent auction for a gift basket, which will include one of the autographed holiday cookbooks. The highest bidder will win the basket and be able to select one local food-related nonprofit to receive 100% of the auction amount. Customers can place their bids in-store starting on November 17. Visit www.newportavemarket.com for more details. Newport Avenue Market has contributed over \$500,000 to help feed the hungry in Central Oregon.

About Newport Ave. Market

Family-owned since 1976, Newport Avenue Market has become a popular grocery and specialty food destination for residents and tourists alike. It is well known for its “live locally, eat globally” attitude and strong commitment to providing top quality products and customer-focused services in an environment that is unique, inviting and fun to shop in. The store has been voted “Best of Central Oregon” 15 times by *The Source Weekly* and awarded “Top 50 Retailer” by *The Gourmet Retailer*, “Leadership in Composting Award” by the Oregon Refuse & Recycling Association, “Deli of Distinction” by *Boar’s Head*, “Business of the Year” by the *Bend Chamber of Commerce*, and most recently, Co-owner Debbie Dory was named Woman of the Year by the National Grocers Association. www.newportavemarket.com.

###