

THE BIG E
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WEST SPRINGFIELD, MA

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**CHAMPION JOEY CHESTNUT TO COMPETE AT
WHITE HUT WORLD CHEESEBURG-EATING CHAMPIONSHIP AT THE BIG E**

Top Competitive Eaters Compete for \$4,000 in Cash Prizes

World champion competitive eater Joey Chestnut and other top ranked eaters will make their way to West Springfield, Mass., to compete at the third-annual White Hut Cheeseburg-Eating Championship to take place at 12pm Saturday, September 15, on the Court Of Honor Stage, sponsored by *Mattress Firm*, at The Big E.

Competitors will have 10 minutes to consume as many White Hut Cheeseburgs as they can, and the winner will earn the title of “White Hut World Cheeseburg-Eating Champion of the World.”

At the 2017 Championship, Joey Chestnut ate 52 White Hut Cheeseburgs in 10 minutes to set a new world record. The #4-ranked Geoffrey Esper from Oxford, Mass., will seek to beat Chestnut’s record. A rising star in Major League Eating, Esper recently demonstrated his eating capacity while competing head-to-head against Chestnut at a sanctioned pizza-eating competition. Esper won, setting a new world record.

“We’re thrilled to be bringing the White Hut World Cheeseburg Eating Championship back to The Big E for a third year — and we’re really raising the stakes by bringing in Chestnut and Esper,” White Hut owner EJ Barkett, said. “We’re very happy Balise is returning as our presenting sponsor and helping us make the event bigger and better. We couldn’t do it without them.”

“Our partnership with The Big E and White Hut is one of our favorites of the year,” said Alexa Napolitan, Marketing Communications Coordinator for Balise Motor Sales. “We’ve really seen the excitement for this event grow since its debut in 2016, and we can’t wait to see what this year’s contest will bring.”

“The Big E is an enormous agricultural event. The fact that that Joey Jaws, the most prolific eater on the planet, will soon walk its midway is perfect and even a bit scary,” Richard Shea, president of Major League Eating, said. “White Hut and Joey Jaws are each legends in their own right so I can’t wait to see what happens when they come together on September 15th.”

About White Hut

White Hut is a third generation family owned restaurant that has been serving fresh (never frozen) burgers and hot dogs for 79 years. The menu is small. The building is small, but with a fierce focus on quality, speed and service, the Hut entices both locals as well as West Springfield and Western Mass. visitors to truly “Relish the White Hut Experience.”

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About The Big E

The Big E is the largest event of its kind on the eastern seaboard and one of the top ten fairs in the nation. The Big E includes all six New England states: Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island and Vermont. Each state is prominently represented at the Fair with a life-size replica of its capital building where folks can visit all of New England in a single day. More than 1.5 million visitors flock to the Fair over its 17-day stretch to enjoy live music and entertainment from top acts, dine on creative fair food, see livestock shows and take a step back in time to explore Storowton Village Museum.

About Balise

Presenting sponsor Balise is one of the largest retailers of new and used automobiles in New England. Headquartered in West Springfield, Massachusetts, the organization employs over 1,400 associates at facilities in Massachusetts, Connecticut and Rhode Island. As a family-run business since 1919, it is a trusted institution in the area and a great contributor to the community.

About Darby O'Brien

Darby O'Brien is an independent, family-run, branding, design, advertising and public relations firm headquartered in South Hadley, Massachusetts. Starting in 1980, the same year Dutch Reagan took office, Darby's gut instincts and out-of-step creative strategies have led his tight-knit band of writers and designers through the creation and execution of countless out-of-step print, TV, web and political campaigns.

The Big E takes place Sept. 14 – 30 and will be jam-packed with food, entertainment, and so much more! Visit TheBigE.com to sign up for emails and connect on social media to be the first to get exclusive information. Join us at [#BigEMoments](https://twitter.com/BigEMoments).