



**PRESS RELEASE FOR IMMEDIATE RELEASE**

## **Harper House sponsors Meat Fight 2014 benefiting the National Multiple Sclerosis Society**

**DALLAS, TEXAS – November 4, 2014**

Meat Fight is back and Harper House is again proud to be a sponsor. Meat Fight 2014 is a Dallas charity event benefiting the National Multiple Sclerosis Society. Their mission is to make the lives of those living with MS brighter, and ultimately, to find a cure for MS.

Meat Fight involves two things that are very close to any Texan's heart: Barbecue & Beer. Alice Laussade, a James Beard Award-winning writer, started the event a few years ago in her backyard not knowing that once she opened it up to the masses, its' popularity would escalate to such heights. The cook-off includes 16 of Dallas' best chefs from local restaurants and will be judged by none other than some of Texas' most knowledgeable barbecue aficionados: Daniel Vaughn, Barbecue Editor at Texas Monthly; Aaron Franklin of Franklin Barbecue; Justin Fourton of [Pecan Lodge](#); Jack Perkins of [The Slow Bone](#), Tim Byres of [Smoke](#) and [more](#).

Alice Laussade reports "Last year, all 500 tickets sold out in six minutes so we increased the number of tickets to 750 in hopes that more people can experience the event." What certainly isn't slowing down is Meat Fight's growing popularity so if you want to contribute to a great cause and be a part of the buzz around town, you can order cool t-shirts as well as other merchandise from their online store at <http://meatfight.bigcartel.com>.

Jack Harper, President & CEO of Harper House states, "Seeing a younger crowd get so involved in such a great cause really brings awareness and consciousness to MS and the more people that know, the faster we can find a cure. MS is a disease that has affected my family and I want to help raise awareness any way I can."

Meat Fight 2014 takes place on Sunday, November 16<sup>th</sup> at 3 p.m. in the old, green warehouse in Trinity Groves. All proceeds from every ticket purchase, minus service fees, go directly to the National Society of Multiple Sclerosis. To keep up with the latest news, you can follow Meat Fight and Harper House on Facebook ([www.facebook.com/harperhousemarketingservices](http://www.facebook.com/harperhousemarketingservices)) and Twitter @HarperHouseLTD.

### **ABOUT THE NATIONAL MS SOCIETY**

The National Multiple Sclerosis Society, a United States-based non-profit organization, and its network of chapters nationwide help people affected by MS by funding cutting-edge research, driving change through advocacy, facilitating professional education, and providing programs and services that help people with MS and their families move their lives forward. If you would like to join the movement in fighting MS, visit the website at <http://www.nationalmssociety.org>.

### **ABOUT MEAT FIGHT**

Meat Fight started three years ago by Alice Laussade, an award-winning columnist for the Dallas Observer. Last year, Meat Fight raised \$50,000 for the National Multiple Sclerosis Society with local chefs, restaurants, and sponsors. This year, a dozen of the best chefs and restaurants in Dallas will team up again to try and win barbecue glory in four categories: brisket, pork ribs, sausage, and the wild card. The event is on November 16, 2014 from 3-6 p.m. at Trinity Groves. In addition to eating meat and drinking beer, the event will have music, spirits, awards, carnival games, and a live auction. Locate more info at <http://meatfight.com>.

### **ABOUT HARPER HOUSE**

Harper House is a creative marketing agency. With our many integrated services from creative, photography, web, multimedia and online technology all under one roof, we truly give clients a competitive advantage with effective solutions to meet their marketing goals. Our strategy is to simplify the marketing process and make our client's job easier.

With over 90 years of experience in the industry, the Harper House team brings a personal commitment to project coordination with top-notch customer service – regardless of the job – delivering cost efficiency, brand consistency and quality that's unmatched in the market.

For additional information, visit [www.harperhouse.com](http://www.harperhouse.com). For Marketing & Media Relations, contact Lee McKinzey at (214) 744-4646 or [solutions@harperhouse.com](mailto:solutions@harperhouse.com).