

FOR IMMEDIATE RELEASE



From: Reality Rally Temecula Valley
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**REALITY RALLY TURNS UP THE HEAT AT BUFFALO WILD WINGS ON
SATURDAY JANUARY 22ND**

(Temecula, CA, January 6, 2011) Reality Rally will be blazin' at the Murrieta Buffalo Wild Wings on Saturday January 22nd when Reality Rally Stars will be on hand to challenge one lucky person drawn from all the brave souls that conquered the Blazin' Challenge between November 15th and January 15th, Police officers from the Murrieta departments, and a few local celebrities as they all try to eat 12 of Buffalo Wild Wing's hottest wings in less than 6 minutes with no water, no dipping sauce and no napkins. Earl Cole from Survivor Fiji, Bobby "Bob Dawg" Mason from Survivor Panama, and Zach Swerdzewski from Big Brother 8 will be the celebrities on hand for the challenge. They will also be signing autographs for fans and joining Reality Rally and Buffalo Wild wings in the day of festivities that will start at 1pm and will go to 3:30pm. This full-day family friendly community event provided by Buffalo Wild Wings will include: Jumpers for the kids, a rock wall, arcade games for adults and kids alike, vendors, live music, Fire truck and Police car displays, and special appearances throughout the day.

The January 22nd Blazin' Challenge is part of a week-long fundraiser for Reality Rally and Michelle's Place Breast Cancer Resource Center where Buffalo Wild Wings will donate 10 cents for every wing (over typical sales) eaten between January 17th and January 23rd. Everyone can join in on the fun to help raise funds for Michelle's Place by bringing friends and family out to enjoy all the great varieties of wings that Buffalo Wild Wings has to offer. Although you can come back again and again any time between January 17th and 23rd, you can also join one or all of the community groups that are coming out to show their support. The Murrieta Police will be out on Tuesday January 18th, Off Roaders on Wednesday January 19th and Michelle's Place on Thursday January 20th.

Buffalo Wild Wings is a sponsor of Reality Rally Temecula Valley which will be held in April 2011 and is an "Amazing Race" type of game that will pair reality stars with three fun, enthusiastic community members to complete challenges that will be held in several areas around Temecula Valley and will highlight all the great things our valley has to offer. There will be over 100 Reality Stars from 37 shows in Temecula for that weekend. Registration for Reality Rally is open now and you can register and/or find out more information about the weekend of events by visiting www.realityrally.com. Reality Rally volunteers will also be on site on January 22nd at the Blazin' Challenge to answer any questions you may have and help you with the registration process.

Buffalo Wild Wings is located at 40484 Murrieta Hot Springs Road in Murrieta. Their phone number is 951-677-3636. There is no cost to try the Blazin' Challenge, and all those that complete it successfully between now and January 15th will be automatically entered into the opportunity to challenge the reality stars on January 22nd.

All net proceeds of the Reality Rally Temecula Valley will go to benefit Michelle's Place which provides emotional and educational support to those touched with breast cancer and facilitates breast health care services. For more information about Michelle's Place please visit www.michellesplace.org. For information about Reality Rally Temecula Valley please visit www.realityrally.com.

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