

Rockwood Festival featured Sept. 15 on 'Eating America'



For release Monday, Sept. 8

Contact: Larry Nagengast, Barry's Events,

larry@wordsworkforyou.com, 302-373-5254

Rockwood Festival featured Sept. 15 on 'Eating America'

Food Network series highlights ice cream festival's sundae contest

WILMINGTON, Del. — If you were among the more than 30,000 people who attended the Old Fashioned Ice Cream Festival at Rockwood Park in June, or if you know someone who did, watch the Food Network's "Eating America" at 10:30 p.m. Monday, Sept. 15, and look for some familiar faces.

The episode, the last in the series' initial season, will feature New Castle County's Ice Cream Festival and its "Best Sundae on Sunday" competition, won by the student "Moo Crew" of the University of Delaware's UDairy Creamery.

Host Anthony Anderson and a Food Network film crew spent June 28-29 at the festival and the day before the event filming operations at several of the ice cream shops and dairies that participated in the competition.

"We were thrilled that the Food Network chose to feature our ice cream festival in the 'Eating America' series and we believe this episode of the show will demonstrate that we truly rank among the top food festivals in the nation," said Wilmington entrepreneur Barry Schlecker of Barry's Events, which cosponsored the festival with the New Castle County government.

The Rockwood episode will be rebroadcast on the Food Network at 1:30 a.m. Tuesday, Sept. 16; 11 p.m. Friday, Sept. 19; and 3:30 p.m. Sunday, Sept. 20.

About Barry's Events

Barry's Events, founded by Wilmington entrepreneur Barry Schlecker, produces the annual WilmFilm Festival, held the last weekend in April; the Old Fashioned Ice Cream Festival at Rockwood, held the last weekend in June; the Brandywine Festival of the Arts, held the weekend after Labor Day; and A Taste of the Holidays, held in December.