

## **DR. OF GRILLOLOGY AND THE X-GRILL MAKE EATING EASY FOR CHARITABLE FUNDRAISER**

The A.L.S. Family Charitable Foundation has a mighty mission. This Buzzard's Bay non-profit raises money for in-house patient programs and medical research to combat A.L.S., a progressive, fatal neuromuscular disease, more commonly known as Lou Gehrig's disease. The Foundation holds multiple fundraisers, the largest called "The Cliff Walk®". Sponsored by Superior Rail & Iron Works, Inc. of East Bridgewater, MA, "The Cliff Walk®" attracts A.L.S. family members and friends who collect pledges to walk the 7-mile circuit.

Understandably, the walkers and participants get hungry. Feeding them well is a priority.

Ken Foster, Dr. of Grillology and owner of Cape barbecue grill stores, BREAKAWAY, contacted the A.L.S. Family Charitable Foundation to offer his new product, the 25', 18,000 lb. X-GRILL. It's a massive, full Viking "kitchen-on-wheels" that comes complete with two servers, Serv-Safe Certification and the Dr. of Grillology himself.

While the Foundation President, Mary Ann (Sciaba) Singersen, had heard about the X-GRILL, she was delighted to have been contacted. "Just to have him fall into our lap was great. Those things almost never happen," says Singersen. Singersen and her volunteer planning board had traditionally provided a barbecue to feed The Cliff Walk® participants. When they realized they could have an entire portable kitchen that kept food hot, they decided to offer a hot dog bar.

"When we add something new to the event, I get very nervous," says Singersen. She sent one of the coordinators to see the X-GRILL. "The more we looked into it and saw what it was about, we were thrilled to have him."

Because people come to this event to get away from the rigors of life with A.L.S. and to share in the experience of community as well as raise money, it's vital that everything goes well from the planning perspective. The task of feeding around 900 people at different times throughout the day without long lines or cold food presents a challenge. But not for the X-GRILL.

"People were so excited." says Singersen. "The truck itself was such a novelty. It was a great addition to the event. He kept things moving-no long delays. The [food] team leader said he [Ken Foster] worked well with volunteers unfamiliar with food service. He just came and took care of everything! I was very impressed by that."

The Dr. of Grillology and the X-GRILL dished out hotdogs, condiments, sauerkraut and a host of hotdog toppings to the hungry participants without incident. Singersen admits that her initial worry about the X-GRILL was quickly dispelled. "He was absolutely right," she says. "There was no problem. I didn't have to worry about anything."

And that's not the last of the A.L.S. Family Foundation and the Dr. of Grillology. They already have him booked for their 2011 event. Singersen looks forward to it because the 2009 event was such a success. "He did a great job. His contribution added so much. He gave a whole day of his time and I'm so

grateful for that. To see everybody happy and having a great time is so wonderful. It's a very, very special day."

Shannon Goheen  
Shannon@SecondNatureCopywriting.com  
774-487-0021