





THE GREAT PHILLY CHEESESTEAK BOOK TALK

Cheesesteaks are among the top three points of interest of Philadelphia visitors, according to tourism website gophila.com. It's also the single food locals "care about most passionately," says *Philadelphia Inquirer* restaurant critic Craig LaBan. Satisfy your group's cheesesteak hunger with a fun and informative speech program by the author of the definitive "Great Philly Cheesesteak Book" (Running Press).



The Great Philly Cheesesteak Book Talk A witty PowerPoint photo slide lecture detailing the cheesesteak's creation, culture and cuisine. In 45-to-75 lively and entertaining minutes, audience members will learn about:

-  The cheesesteak's creation and how Pat Olivieri helped it to gain national renown
-  The sandwich's meat, bread and cheese ingredients and get the answer to the eternal riddle: What is wit the Whiz?
-  The premiere practitioners of the cheesesteak-making art and their stories which encompass life-threatening illness, family loyalty and betrayal, Mob hits, bitter business rivalries, racial slurs and the aversion of a potentially disastrous bridge collapse
-  How to order a cheesesteak without humiliating themselves

Speech-Goers Rave

"We learned a lot about Philadelphia cheesesteaks and were also entertained by your photos and wonderful sense of humor." – Iris Cutler, Osher Lifelong Learning Center, Temple University

"Your presentation ... was fantastic! The students enjoy[ed] every moment of it!" – Lauren Bell, Y.A.L.E. School, Cherry Hill, N.J.

"Yours is one of the most enjoyable and fun author events I've ever been to. I laughed so hard!" – Nan Alderson, audience member, Free Library of Philadelphia presentation

Carolyn Wyman is the South Philly-based author of the one and only book about Philadelphia's favorite food, and an experienced public speaker (at NYC's Toyota Comedy Festival, "Big E" Eastern State Exposition in Mass., and at Johnson & Wales, St. Joseph's and Yale universities). She has talked cheesesteaks or the subjects of her five other food books on NPR's *Morning Edition* and *Fresh Air*, *The Rosie O'Donnell Show*, *Fox and Friends* and The Food Network and been featured in *The New York Times*, *USA Today*, *The Los Angeles Times* and *The Wall Street Journal*.

20 minute to 1.5-hour programs possible, wit' or wit'out Q&A, signed copies of the "Great Philly Cheesesteak Book" and catered cheesesteak samples

Visit www.greatphillycheesesteakbook.com for more information
Call 215-545-8007 or e-mail carolyn@greatphillycheesesteakbook.com for scheduling