MCALISTER’S ENTERS TEA TOWN USA CONTEST TO WIN $7,500 FOR GREEN UH

Houston, June 13, 2011 – McAlister and Green UH fans, get your smart phones ready! University of Houston’s McAlister’s Deli is entering this year’s Tea Town USA contest to win $7,500 to donate to Green UH.

The contest is returning for the second year, but this is the first year University of Houston’s McAlister’s Deli has thrown their hat in the ring. Last year, nearly 200 McAlister’s Deli locations fought for the Tea Town title. Each location competes by getting its fans to vote for its location on the McAlister’s Tea Freaks Facebook fanpage. Starting on June 20, UH McAlister’s fans can vote once per day to move us up in the ranks. The contest will run until Free Tea Day on July 28th, where from 10 a.m. to 5 p.m., each customer will receive a free glass of McAlister’s famous tea.

“This year we wanted to get more involved with Tea Town USA and show everyone that Houston is the place to be, and since we are a partner with the University we thought that not only would this competition benefit us as McAlister’s but as a partner with the University!” said Meredith Jones, general manager of McAlister’s Deli at the University of Houston.

Fans can also earn votes “checking in” at our local location from their smartphone. They can get bonus points by taking photos of themselves with their McAlister’s Famous Sweet Tea and uploading them to the Tea Freaks page to enter the photo challenges. If UH’s McAlister’s earns the most points by the end of the competition, they will win $7,500 to donate to Green UH.

“We wanted to choose something that would make a difference in the University, and what better than something that not only helps out the University but also the community by showing the importance of being green,” Jones said.

Here's how to show your support:
1. First, go to the McAlister’s Deli at the University of Houston Facebook fan page and “like” their page. Here you will get updates on the competition.
2. Then, once the competition starts, every fan will get a chance to vote for UH’s McAlister’s once per day on the main McAlister’s Deli Tea Freaks Facebook page.
3. “Checking in” from your smart phone earns 2 points.
4. Upload a photo of McAlister’s famous sweet tea onto the Tea Freaks Facebook page to earn 1 point for our UH McAlister’s Deli.
5. Winning a photo contest can earn our location hundreds of bonus points!

Help us win the Tea Town USA title and show your support for Green UH!

About the University of Houston

The University of Houston is a comprehensive national research institution serving the globally competitive Houston and Gulf Coast Region by providing world-class faculty, experiential learning and strategic industry partnerships. UH serves more than 38,500 students in the nation’s fourth-largest city, located in the most ethnically and culturally diverse region of the country.