



FISH HOUSE & OYSTER BAR

THE 18TH ANNUAL
OYSTER EATING CONTEST

- benefiting -

First Descents

WEDNESDAY, APRIL 4, 2018

• HIGH WEST.
OYSTER
• FEST •



CONTESTANT REGISTRATION PACKET

[what is OYSTER MONTH?]

Every year, since 1997, Jax Fish House & Oyster Bar has dedicated the month of March to celebrating and glorifying the most charitable of mollusks, that beneficent bivalve, the oyster. Through games, contests and feats of gustatory grandeur, the staff and management of each Jax restaurant has worked to raise money for, and awareness of our charitable partners. In much the same way that the oyster improves its surroundings through the selfless act of filtering the water in its ecosystem, the crew at Jax Fish House and Oyster Bar annually focuses all efforts on fundraising for and supporting the good works being done by locally acting charitable organizations that help people in our community.

[and now, HIGH WEST OYSTER FEST. WE'RE DOIN' IT AGAIN.]

This year, Jax is hosting the 6th annual High West Oyster Fest (HWOF) - an Intergalactic Shucking & Eating Championship where we feature the glory, deliciousness, sustainability and abundance of oysters while celebrating the devoted and unique community of people who we like to call 'Oyster Athletes'. On Wednesday, April 4, 2018 - Colorado's finest will be gathered at the EXDO Event Center in Denver's hoppin' RiNo neighborhood, to indulge in delicious food and fresh shucked oysters from Jax Fish House & Oyster Bar, to try Oyster offerings from other incredible Denver chefs and resaurants and to BEHOLD..

The infamous Oyster Eating Contest is a sight to see and showcases the strongest mollusk munchers around.

The Oyster Shucking Competition features the fastest shuckers from the finest oyster bars across the globe.

[6th Annual High West Oyster Fest]

[the WHEN]

Wednesday, April 4, 2018 - High West Oyster Fest at the EXDO Event Center - 6:00pm (doors); 7:30pm (contest) - times are approximate

[the WHY]

To help celebrate the love of the oyster, earn bragging rights for the year, win fabulous prizes and help out a great cause. All proceeds go directly to First Descents - providing life-changing outdoor adventures for young adults impacted by cancer.

[the RULES]

Teams of 4 have 2 minutes to eat as many oysters as possible. Each 'athlete' will have 30 seconds to eat as many oysters as possible. It is like an eating relay race. The contestants receive a tray filled with 100 pre-shucked oysters on the half shell. If the contestant consumes all the oysters on the tray, they will be given supplemental dozens. Contestants may flavor or dress each oyster before the competition begins, but they are not allowed to move the oyster out of its shell or otherwise touch the oysters, prior to the start of the competition.

The judges are responsible for counting the oyster shells to determine the total number of oysters consumed. Oyster 'meat' remaining on the tray will be deducted from the total number of shells counted. For an oyster to be counted in the final total, it must be in the contestant's mouth by the end of the time limit (i.e. not in the contestant's hands) and then subsequently swallowed. If a competitor ejects an oyster from their mouth, they will be disqualified.

Moral of the story: eat all you can, as fast as you can... but don't get greedy. The oysters will 'win'. The competition may contain multiple heats depending on the number of competitors, but each individual will compete only once. Arrangement of the heats will be determined by Jax Fish House. The team that consumes the most oysters at the end the heats will be declared the champion.

In the case of a tie, there will be a final round that is comprised of 2 dozen oysters. The first competitor to have all of the oysters in their mouth will be declared the champion, as long as the oysters are subsequently swallowed. We have, in 17 years of conducting the contest, never had a tie...

[the TECHNIQUE]

In the past, we have seen oysters dumped in a pint glass and guzzled, oysters individually slurped from the shell, and a hands on grabbing-oysters-and-throwing-them-into-your-mouth technique. All is fair in love and oyster contests as long as the slimy little guys end up in your mouth within the time limit and subsequently swallowed.

[the ENTRY FEES]

The entry fee for each team is \$400, all of which is donated directly to First Descents. We encourage you to enlist the financial help of those not strong or brave enough to compete.

There is an additional prize for the team who raises the most money for First Descents. Enlist your friends, have them pledge an amount, ask your office if they will match your donations, and use the attached sponsor list to organize your donations.

All of the money raised will go to an amazing cause; prepare for your Oyster Eating Contest by raising a bunch of 'clams'!

[the PRIZES]

GRAND PRIZE - The team who eats the most oysters will be awarded the 1st prize trophy, a dozen dozens (one dozen oysters, each month, for the year. Each team member gets their own!), their photo posted for the year in Jax LoDo, a Jax Crab Boil for 8 at their home (valued at \$500), a Jax swag bag, and ultimate bragging rights.

FUNDRAISER AWARD - The team who raises the most cash with their entry for the Oyster Eating Contest will be awarded \$400 in gift cards to Jax Fish House & Oyster Bar and other Denver area restaurants.

[the RECORDS]

The Jax Boulder individual record is 113 oysters in 90 seconds, set in March 2005 by the one and only Ang McDonald. The Jax Denver individual record is 100 oysters in 90 seconds, set in March 2005 by Denver's Oyster Champion, Steve "Guido" Orth.

The team records in Boulder and Denver are 112 oysters (2 person) and 147 oysters (4 person), respectively.

[how to REGISTER]

Fill out the attached form and drop off at Jax LoDo, email to kristi@jaxlodo.com or mail to:

Jax Fish House & Oyster Bar
Attn: Kristi Quick
1539 17th St.
Denver, CO 80202

For further information on rules or entrance to the contest, contact Kristi Quick at 303.292.5767 or kristi@jaxboulder.com.

All applications must be received no later than March 27th, 2018.

[THIS YEAR'S PARTNER]

FIRST DESCENTS [FIRSTDESCENTS.ORG]

We are proud to announce that First Descents is the sole beneficiary of High West Oyster Fest 2018.

First Descents is a recognized leader in outdoor experiential programming. Through outdoor adventures, skills development, and local adventure communities FD improves the long-term survivorship of young adults impacted by cancer. Their participants experience free outdoor adventure programs that empower them to climb, paddle, and surf beyond their diagnosis, reclaim their lives, and connect with others doing the same.

[PAST PARTNERS]

In 2017, Oyster Month and HWOFF partnered with YWCA of Boulder County and raised \$26,326. Since 1922, YWCA Boulder County has been providing a continuum of vital services to the women, children, and families of Boulder for over 90 years. They are a welcoming, human service agency that works with over 5,000 individuals annually.

In 2016, Oyster Month and HWOFF partnered with Blue Sky Bridge and raised \$27,500. Blue Sky Bridge is a Colorado based non-profit which facilitates a collaborative approach to child abuse investigations while providing child victims and their families with support in a safe and child-focused environment.

In 2015, Oyster Month and HWOFF raised \$590,000 for There With Care. There With Care provides support to hundreds of families being treated at 12 hospitals and medical facilities across Colorado. Through the kindness of volunteers, generosity of business owners and the philanthropy of donors, they have been able to ease many of the burdens of children and families facing critical illness.

In 2014, Oyster Month and HWOFF generated \$31,000 for VetEx. In 2013, we raised \$35,000. These sponsorships and donations funded 100% of all VetEx adventures in Colorado in 2013, empowered hundreds of Veterans, and created new, previously unrealized opportunity for dozens more.

BE AN OYSTER ATHLETE!