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Rainforest Cafe® Creator Steven Schussler of Minneapolis, MN Serves as Guest Judge on Food Network's "24 Hour Restaurant Battle"

It's a Battle of the Theme Restaurants on Wednesday, September 1st at 9 p.m. CT/10 p.m. ET

MINNEAPOLIS, MINN., August 31, 2010 – Two teams of hopeful restaurateurs unveil their outrageous concepts on [Food Network's](#) Wednesday night episode (September 1st) of *24 Hour Restaurant Battle*, competing to win \$10,000 in seed money to launch their idea. A panel of expert judges, including the Minnesota-based founder and creator of Rainforest Cafe ([Steven Schussler](#)) choose the winning team based on the restaurant's concept, execution, and viability.

It's Caveman Cuisine vs. Trailer Park Chic in this Southern fare food battle featuring never-seen-before twists on themed restaurants. Gary "Skip" Klavans, a writer from North Hollywood, Calif., and Alan "Buzz" Klavans, a paramedic and musician from Winter Garden, Fla., are two brothers pursuing a dream they had since they were kids - a wild and over-the-top caveman restaurant. Best friends from Denver, Aaron Seelbinder and Baylor Ferrier, hope to introduce some "new blood" and life to the restaurant industry with an upscale redneck chic concept. Judges include: Alison Brod, Steven Schussler, and Geoffrey Zakarian, along with host Scott Conant.

About Steven Schussler & Schussler Creative, Inc.

Schussler's first [Rainforest Cafe®](#) (A Wild Place to Shop and Eat®), opened at the Mall of America in Bloomington, Minnesota in October 1994. Steven and his public company built 45 Rainforest Cafe's in seven years, on three continents. The Rainforest Cafe chain was sold to Landry's Restaurants in 2000 but not before receiving more than 40 awards in six years including *Fortune Magazine's* Top 100 Fastest Growing Companies in the U.S.A. (named to the list two consecutive years); and the *Nation's Restaurant News* Hot Concept Award.

Schussler is also a first-time author and his book "[It's a Jungle in There](#) – Inspiring Lessons, Hard-Won Insights, and Other Acts of Entrepreneurial Daring" is published by Sterling, a subsidiary of Barnes and Noble, The book is scheduled for release October 5, 2010 and will be available at Barnes & Noble, Amazon.com and other retailers nationwide. Pre-orders are currently being taken at www.itsajungleintherebook.com. *It's a Jungle in There* was written to inspire entrepreneurs, managers, students and anyone with a dream. The book is endorsed by Donald Trump, Lee Iacocca, Dr. Stephen Covey, Harvey Mackay, Songwriter Peter Yarrow (Peter, Paul & Mary), Comedian Louie Anderson and many others. 100% of Schussler's profits from each book sale will be donated to Smile Network International, www.smilenetwork.org. Prior to September 15, those who place an order at

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www.itsajungleintherebook.com and sign up for the email newsletter can [win a trip to Walt Disney World®](#) in Orlando, Florida. The trip includes airfare for 4, lodging for 2 nights, dining at Rainforest Cafe, Yak & Yeti and T-Rex...plus the lucky winners will get to spend a day with Steven Schussler and see the behind the scenes action! No purchase is necessary.

Schussler is currently the Chairman of the Board and CEO of [Schussler Creative, Inc.](#) (Inventions, Ideas, Contraptions, and Dreams™). The company was founded in 2000, where Steven leads the creative vision and overall strategic direction. Steven and his team create theatrical environments for attractions, restaurants and retail stores worldwide. For more information, visit [www.schusslercreative.com](#) or [www.itsajungleintherebook.com](#).

About *24 Hour Restaurant Battle*

Hosted by renowned chef Scott Conant (chef and owner of *Scarpetta* and *Faustina at The Cooper Square Hotel*), each episode of Food Network's *24 Hour Restaurant Battle* features dueling teams of aspiring restaurateurs who have 24 hours to conceive, plan and open their own restaurants for one night. On each team, one person handles front-of-house issues like décor, seating and service while the other manages back-of-house matters like menu planning, shopping and, of course, cooking. When the doors open, each restaurant serves a discerning group of diners along with Scott and a rotating panel of judges representing three areas of expertise: restaurant marketer, restaurant reviewer, and restaurant investor. Based on the restaurant's concept, execution, and viability, the judges choose a winning team who receive \$10,000 seed money toward realizing their dream. For more information on the show, visit: [www.foodnetwork.com/24hour](#).

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Note to Editors: Contact Jean Golden for more information, photos, interview requests and galley copies of *It's a Jungle in There*. Jean Golden/612-385-2324 or jean@goldenpublicity.com.