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For Immediate Release

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www.catsupbottle.com

Monumental News: Historic Landmark Gets Facelift

World's Largest Catsup Bottle celebrates 60th birthday with a new paint job!

Work will begin on Monday, June 15, 2009, to repaint the World's Largest Catsup Bottle in Collinsville, Illinois. The world-famous Brooks catsup bottle water tower last received a fresh coat of paint 14 years ago. A nation-wide "Paint It" campaign by the Catsup Bottle Preservation Group raised the necessary funds to save the landmark from possible demolition and have it restored to its original appearance.

Judy DeMoisy, known as the Catsup Bottle Lady, created the preservation group in 1993, and has again coordinated the effort to get the job done.

"We've been working behind the scenes for a while now," she said. "All the pieces came together late last week and it's time to get it done."

One of the pieces is painter Rod Reinneck. His company, Diversified Coatings of O'Fallon, Illinois, handled the restoration of the catsup bottle in 1995. He has been contracted to do it again.

"This is an exciting, once in a lifetime opportunity," Reinneck said. "And we get to do it twice."

Unlike with the previous restoration, this time there is no need for a massive volunteer fund-raising effort.

"The catsup bottle is actually owned by Bethel-Eckert Enterprises, not the city as a lot of people think," DeMoisy said. "Thanks to the generosity of Bethel-Eckert, the project is under way. We can't thank them enough for taking care of this."

Public Relations Director, Mike Gassmann, the Big Tomato, reminds everyone to follow the project online. "Our web site is www.catsupbottle.com," Gassmann said. "We have a complete archive of the history, all the festivals, the media appearances, everything ever having to do with the catsup bottle." Photos and reports will be posted to the blog so fans around the world can follow the progress.

Celebrate 60 Years of Roadside Americana At Its Best July 12th

The 11th annual World's Largest Catsup Bottle Festival Birthday Party and Car Show will be held Sunday, July 12. Everyone is invited to celebrate at American Legion Post 365, 1022 Vandalia (on Rt 159), in Collinsville. The family fun kicks off at 10:00 am and runs until 5:00 pm.

The event features ketchup tasting, hot dog (smothered in ketchup) eating contest, food vendors, craft booths, and live music. Old-fashioned birthday party games will include musical chairs, pass the ketchup, a hula hoop competition, water balloon toss, and our own special version of spin the bottle.

Other highlights of the day are Trailnet's Big Bottle Bicycle Ride (beginning at 7:30 am), 3 to 6 year old girls and boys competing for the titles of Little Princess Tomato and Sir Catsup (registration deadline July 3), and The C.I.A. "Cruzin' In Antiques" classic and custom car, truck and motorcycle show.

Log on to www.catsupbottlefestival.com for more details and a full schedule of events.

Bethel-Eckert Enterprises, Inc.

Located in Collinsville, Illinois, Bethel-Eckert Enterprises is a military-only distributor of dry, chilled and frozen grocery products and serves commissaries, exchanges and shoppettes at 12 bases throughout a seven state service area of the central U.S. Bethel-Eckert has been the proud owner of the World's Largest Catsup Bottle since purchasing the former Brooks Foods facility in 1993.

Brooks Catsup Bottle Water Tower

The World's Largest Catsup Bottle stands next to Route 159, just south of downtown Collinsville, Illinois. This unique 170 ft. tall water tower was built in 1949 by the W.E. Caldwell Company for the G.S. Suppiger catsup bottling plant - bottlers of Brooks old original rich & tangy catsup. In 1995, due to the efforts of the Catsup Bottle Preservation Group, this landmark roadside attraction was saved from demolition and beautifully restored to its original appearance. In August of 2002 it was named to the National Register of Historic Places. Recognized the world over as an excellent example of 20th century roadside Americana, the World's Largest Catsup Bottle regularly garners national attention and attracts visitors and tourists every day.

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