



## FOR IMMEDIATE RELEASE

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### **Food Truck Freak Launches Chicago Food Truck Information Mecca**

*All things Chicago food trucks aggregated in one fun digital community*

Chicago, Ill. (July 18, 2011) – Food trucks are in full swing this summer, and now Chicagoans have a single website to find when trucks are nearby, learn about new trucks on the road, and interact with fellow food truck fanatics due to the launch of the Food Truck Freak website.

Food Truck Freak is the first website that houses information about all the food trucks on Chicago roadways, a map showing nearby trucks, reviews of the trucks, and community-building features such as a blog and user-submitted reviews.

“I love the food truck scene but always found it a bit of a hassle to track trucks down,” says founder Alex Levine. “I also wanted a place to connect with other people who frequent food trucks and the food truck owners themselves.”

Before, people would have to follow multiple Twitter feeds and Facebook pages to learn about what trucks were serving and where they would be stopping. Food Truck freak aims to streamline that process with the goal of driving increased food traffic to all Chicago food trucks.

“Current legislation prevents the food truck scene from really flourishing. Our hope is that this site will help unite those who want to see change in that legislation to build the momentum behind it,” says Levine, “Until then, we can have some fun and enjoy the great trucks that are already serving us.”

Food Truck Freak has also extended a challenge to food truck community members in order to spur real life interaction and drive new audiences to food trucks. This challenge involves people committing “random acts of deliciousness,” and introducing friends and coworkers to their favorite food trucks. You can learn more about this community challenge and Food Truck Freak at [www.foodtruckfreak.com](http://www.foodtruckfreak.com).

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