



For Immediate Release

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**DeWitt Bakery Owner to Appear on the Today Show with Willard Scott at the 2010 APC/Crisco® National Pie Championships**

**Friday, April 23, 8:00a.m. - 8:40a.m.**

DEWITT, MI (April 20, 2010) – Linda Hundt, owner of the national award-winning, Sweetie-licious Bakery Café in DeWitt will appear on the Today Show, Friday, April 23 between 8:00 a.m. and 8:40 a.m. via a live remote from the A.P.C. Crisco National Pie Championships in Championsgate, FLA. Willard Scott, the veteran weatherman, will interview her as she presents him the \$5000.00 2009 Best of Show winning pie, Tom’s Cheery Cherry Cherry Berry pie.

Linda won Best of Show in the Professional division at the American Pie Council (APC)/Crisco ® National Pie Championships last year — her prize-winning pie, which topped nearly 130 other entries was named in honor of her brother-in-law who passed away just one week before the competition.

“I am always thrilled to give people our delicious, award-winning pies, and Willard is like a favorite uncle that I grew up watching on the Today Show! I am honored to present him with the nation’s best pie, made with Michigan fruit from our darling little bakery!” Hundt said

The owner of the Sweetie-licious Bakery Cafe, a vintage-style bakery in downtown DeWitt, nationally recognized Hundt is known for her 50s-style dresses and aprons, her pearl necklaces and her pearls of “pie wisdom” including her mantra, “Eat Pie and Love Life”.

The APC/Crisco ® National Pie Championships is being held April 23-25, 2010 at the Omni Championsgate in Championsgate, Fla. in conjunction with the Great American Pie Festival.