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FOR IMMEDIATE RELEASE

**OUTBACK STEAKHOUSE PARTNERS WITH TIM MCGRAW FOR SOUTHERN VOICE TOUR
Partnership Allows Outback Steakhouse Customers Unique Access to
Tim McGraw's Southern Voice Tour Experience**

Tampa, Florida, October 2009 – **Outback Steakhouse** is excited to announce its ground breaking partnership with **Tim McGraw's 2010 Southern Voice Tour** (<http://www.timmcgraw.com/tour-dates.html>), aligning a country music icon and a leading restaurant with shared values of community stewardship. This partnership will allow Outback Steakhouse patrons special access to offers and events surrounding Tim McGraw's 60+ city Southern Voice Tour, which kicks off in February 2010.

The "**Outback's Rewards Program**" exclusive to Outback Steakhouse customers, will launch in January 2010. Through the Rewards Program, loyal Outback guests will earn points to be applied towards Tim McGraw merchandise, concert tickets, VIP passes, music downloads and an opportunity to register for the text and win sweepstakes. Additionally, the Rewards Program will include special Outback Steakhouse food promotions and much more. Four lucky sweepstakes winners will receive an all-expense paid trip for two to Australia to attend Tim McGraw's live performance.

"Outback Steakhouse is thrilled to partner with Tim McGraw on his 2010 Southern Voice Tour and feel it is a natural fit as we both share a deep commitment and passion to giving back to our communities," said Jeff Smith, president of Outback Steakhouse. "This partnership will allow Outback Steakhouse to offer our valued customers exclusive Tim McGraw Southern Voice Tour perks," adds Jeff Smith. Tim McGraw's Southern Voice Album, in stores now, will include an offer in the first one million CDs, to receive \$5 off your purchase of an entrée at Outback Steakhouse.

Outback Steakhouse and Tim McGraw both have a long-standing dedication to improving their local communities. "Outback Steakhouse has a proven commitment to great food and giving back to their communities, and I am proud and excited to be partnering with them on my 2010 Southern Voice tour," says Tim McGraw. Throughout this tour, both have teamed up to raise dollars and support for Friedreich's Ataxia Research Alliance (FARA), Tim McGraw's Neighbor's Keeper and other local charities. Funds will be raised through community dinners in each of the tour cities, sales of an exclusive Tim McGraw t-shirt and more.

For more information on Outback Steakhouse and future tour promotion updates, visit www.Outback.com.

About Tim McGraw

Singer, actor, husband and father Tim McGraw has had a record-shattering career; McGraw has sold over 40 million albums, and dominated the charts with 30 Number One singles. Since the release of his debut album in 1993, he has won three Grammys, 14 Academy of Country Music Awards, 11 Country Music Association Awards, and 10 American Music Awards, while simultaneously maintaining a parallel career as a successful actor.

About Outback Steakhouse

Outback Steakhouse has been an innovator in casual dining for 21 years. During that time, we have perfected the art of serving great tasting steaks. In fact, we were recently voted #1 Best Steak in the 2009 Zagat Survey of National Full-Service Restaurant Chains. We are not only known for the "Best Steak", we also serve fresh, "made from scratch" appetizers, salads, entrees, sides and desserts that use only the highest quality ingredients available. Our menu of new choices, classic favorites and "down under prices", including 15 meals under \$15, offers something for everyone. We promise delicious food, spirited service, and an energetic atmosphere that will make those casual nights out the most enjoyable available.

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