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**DESTINATION AMERICA AND MLE PARTNER FOR FIRST ANNUAL “APPLE PIE DIVE”
AT THE 4th OF JULY NATHAN’S HOT DOG EATING CONTEST IN CONEY ISLAND**

-- Gold Medal Olympic Diver Greg Louganis, '86 Mets Hero Mookie Wilson, Newly Crowned Miss New York Mallory Hagan, and “BBQ Pitmasters” Judge Myron Mixon Confirmed for Line-up --

-- “Fast Food Mania” Host Jon Hein to Emcee --

(Silver Spring, Md.)— The only television network dedicated to celebrating the people, places and stories of the United States, **DESTINATION AMERICA**, and Major League Eating (MLE) have teamed up to bring the first annual “Apple Pie Dive” to the legendary Nathan’s Famous Fourth of July International Hot Dog Eating Contest in Coney Island. Fans have the opportunity to celebrate our nation’s birthday by cheering on several contestants as they jump into the largest apple pie* for a variety of prizes, including a \$5,000 grand prize. One lucky **DESTINATION AMERICA** viewer will win an all-expenses paid trip to Coney Island to compete in the “Apple Pie Dive,” alongside the all-American line-up of competitors, which includes Olympic diving champion Greg Louganis, former Mets coach and 1986 World Series hero Mookie Wilson, the “winningest man in BBQ” Myron Mixon (**BBQ PITMASTERS** judge), Miss New York Mallory Hagan, and FDNY employee and Coney Island Polar Bear Club member Julia Glabouch.

“What better way is there to celebrate our country’s birthday than by inviting fans and American heroes alike to jump into an all-American apple pie?” said Marc Etkind, SVP of Content Strategy for Destination America. “We’re thrilled to partner with MLE and Nathan’s Famous for their annual tradition that not only speaks to the playful spirit of our network but also continues to keep Americans captivated during the beloved holiday no matter where they are.”

“We believe the apple pie dive represents an entirely new athletic franchise, and we are proud to be involved in the birth of a sport that marries all that is best of aquatics and baking,” said MLE Chair George Shea.

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For more behind-the-scenes action of the location that started the hot dog craze, Nathan's Famous on Coney Island, viewers can tune into the "Fast Food Originals" episode of **FAST FOOD MANIA** airing Wednesday, July 11 at 10pm E/P on [Destination America](#).

About Destination America

Destination America is the only network dedicated to celebrating the people, places and stories of the United States. The inclusive network targeting Adults 25-54 is available in 59.5 million homes, emblazoning television screens with the grit and tenacity, honesty and work ethic, humor and adventurousness that characterize our nation. Destination America features travel, food, adventure, home and natural history, with original series covering such diverse subjects as American heroes, popular destinations and food favorites as well as the stories behind iconic landmarks and wonders like Yellowstone National Park and the Everglades. Destination America is part of Discovery Communications (Nasdaq: DISCA, DISCB, DISCK), the world's #1 nonfiction media company reaching more than 1.5 billion cumulative subscribers in 200 countries and territories.

*** The largest apple pie on Coney Island on July 4th, but who's counting?**

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