



For Immediate Release  
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### New Sponsors Line up to Support Inaugural BBQ Capital Cook-off

(Lexington, NC) A long list of businesses have decided to help launch Uptown Lexington, Inc's (ULI) first BBQ Capital Cook-off to be held in the area, according to Jo Ellen Edwards, executive director of ULI. These new sponsors are in addition to the Bank of the Carolinas' Title Sponsorship.

To date, according to Edwards, the roster includes:

- 104 WTQR
- Biscuit King
- Breeden Insurance
- Café 35
- Cheerwine
- Comer Sanitation
- Davidson Vision
- Hayes Jewelers
- Johnsonville Brats
- Lanier Hardware
- Lexington Tourism Authority
- Miller Brewing
- Orrells
- Pepsi
- Sharpe Images
- 64 Portables
- Signworks
- Silver Eagle
- Standell
- Sysco
- The Barbecue Festival
- The Candy Factory
- The Dispatch

- Tourism Recreation Investment Partnership (TRIP)
- Turlington & Co.
- Wachovia/Wells Fargo
- Walmart
- Wyndham Golf

“We are thankful that so many others agree that this event is a draw for tourism to our area,” Edwards said. “ULI decided to sponsor this to help achieve that goal - but it will also be a fundraiser for our organization. We still need more companies to join the bandwagon. They’ll be in good company, that’s for sure.”

Chad Hodges, chair of the BBQ Capital Cook-off, said that the scope of the event extends beyond the competition itself. “There will be music, activities for kids, great food and drink to enjoy - even a wine festival. It’s going to be something special.”

The BBQ Capital Cook-off, the first event sanctioned by Kansas City Barbecue Society for this area, will take place April 22-23, 2011 in Historic Uptown Lexington, NC. This type of barbecue event has a strong national following through TLC’s Pitmasters series.

For more information on the BBQ Capital Cook-off, call ULI’s office at 336-249-0383 or visit [www.uptownlexington.com](http://www.uptownlexington.com).

#30