



For Immediate Release
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Bank of the Carolinas Signs as BBQ Capital Cook-off Title Sponsor

(Lexington, NC) Uptown Lexington, Inc (ULI) announces that Bank of the Carolinas is the official Title Sponsor for the first BBQ Capital Cook-off to be held in the area.

“This is going to be an important event for Lexington, bringing in tourists across the country, which will translate into dollars for our local economy,” explained Ed Jordan, executive vice president and chief operating officer for Bank of the Carolinas.

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.

ULI’s President of the Board of Directors Michael Holshouser said that the new BBQ Capital Cook-off leverages the popularity of Lexington-style barbecue with Kansas City’s style barbecue.

“Lexington NC is the hub for all things barbecue and we wanted this event to promote that,” Holshouser said. “We are pleased that Bank of the Carolinas is playing such a key role to make that happen for the area. “

Jordan said, “As a bank, we say we are committed to our community and supporting this new initiative is the perfect way to show we mean it. Plus we’re sure it’s going to be fun.”

The BBQ Capital Cook-off will offer more than the contest, according to Jo Ellen Edwards, executive director for ULI. Plans are to include wine-tasting and live music on Friday night, then more live music and a classic motorcycle exhibit on Saturday, according to Edwards. There will also be activities for children. This additional entertainment will take place as the cooks are competing, she said.

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“We’re working hard to make this a signature event for Lexington,” said Chad Hodges, BBQ Capital Cook-off chairman. “Our strategy is to deliver a tourist event for spring that has a positive impact on the community as the Barbecue Festival in the fall. Plus we are excited about giving people a chance to experience different styles of barbecue in our town, the BBQ capital of the world.”

For more information on the BBQ Capital Cook-off, call ULI’s office at 336-249-0383 or visit uptownlex@lexcominc.net.

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