



For Immediate Release

For more information contact:

Jo Ellen Edwards, Executive Director
Uptown Lexington, Inc.
336-249-0383

Chad Hodges, BBQ Capital Cook-off Chairman
336-906-2889

Uptown Lexington Announces New BBQ Capital Cook-off Sanctioned by Kansas City Barbeque Society

(Lexington, NC) Uptown Lexington, Inc. will host the area's first BBQ Capital Cook-off, which was sanctioned by Kansas City Barbeque Society (KCBS) just last week. The event will be held April 22-23, 2011 in uptown Lexington.

"It is a huge endorsement for Uptown Lexington, Inc. to receive this 'seal of approval' from KCBS," said Chad Hodges, chair of the BBQ Capital Cook-off. "KCBS sanctioning brings integrity, experience, a base of cookers and judges, and a support system of other organizers. So this provides the platform to make sure we have a respected and successful event right from the start."

Some events start off as non-sanctioned and then work toward being sanctioned. Uptown Lexington, Inc. chose to seek sanctioning for this inaugural BBQ Capital Cook-off because "we wanted to get it right the first time," according to Jo Ellen Edwards, Executive Director of Upton Lexington Inc (ULI).

"Uptown wanted to launch the BBQ Capital Cook-off for two reasons," Edwards explained. "First, we want to promote the heritage of Lexington-style barbecue, which began right here in the uptown area. With this as a sanctioned KCBS event, we have a way to get national attention on our local heritage and merchants.

"Second, the BBQ Capital Cook-off will be a fund-raising event for our organization," Edwards continued. "We want to continue providing programs that will help our merchants and property owners prosper."

Why affiliate with the Kansas City Barbeque Society? As the largest non-profit society of barbeque enthusiasts, the Kansas City Barbeque Society sanctions and judges over 300 barbeque competitions in 44 states across the United States each year. KCBS also promotes barbeque as America's cuisine.

According to its website, "For an organizer, KCBS provides a representative for each contest and an appropriate number of certified BBQ judges who have been trained in how to judge world-class barbeque, all while using a blind judging process that is fair and void of personal knowledge of teams being judged.

But the national attention will not preclude local participation, Hodges said. “Local residents will have an opportunity to participate in the event. There will be ways to volunteer, to cook as a ‘backyard cooker’ or serve as a Certified Barbeque Judge. In fact, be looking for an announcement of the date for a Judges class. Who wouldn’t want to be certified to judge the entries for mouth-watering BBQ? “

Lexington Tourism Authority anticipates the BBQ Capital Cook-off will be a boon to the area. “With cooks and spectators coming from across the Southeast, we are eager to welcome them to our hotels, restaurants, and stores,” said Robin Bivens of the Lexington Tourism Authority. “With our tourism numbers growing, this new event can serve as a kick-off to our tourism season and of course, the Barbecue Festival is a great conclusion.”

For more information about KCBS visit their website at www.kcbs.us or for more information about the BBQ Capital Cook-off, call ULI’s office at 336-249-0383.