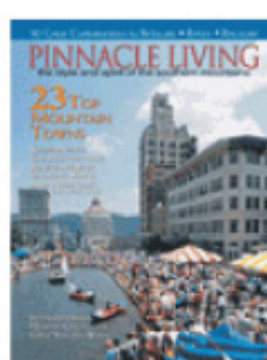


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We're always making news!



Each year **WLOS Channel 13**, the ABC affiliate in Asheville, comes to the Festival on Friday and tapes interviews all day. Then they set up a sound stage and broadcast their two-hour evening news from Harmon Field using the tapes and live, standup interviews at the set.



A favorite promotional event is the annual cookout the Festival does at **WLOS-TV** at the station. Everyone there gets a specially cooked barbecue lunch and the cooker is the featured guest on the noontime **Carolina Kitchen** show on Thursday prior to the Festival.



Good Housekeeping magazine, March 2007, in its Festival insert, listed many events across the country, but they highlighted only three: the New Orleans Jazz Festival, the Country Music Awards Festival and North Carolina's own **Blue Ridge Barbecue Festival!**

Southern Living on Tour chose the Blue ridge Barbecue Festival as one of its 2007 tour stops. Chef Troy Black brought the 32-foot Southern Living trailer onto the field and conducted cooking demonstrations and handed out barbecue tips and great recipes over the two-day event. He also led the Soutehrn Living competition team "Learn2Q" as they vied for the prizes with the rest of the teams at Tryon.



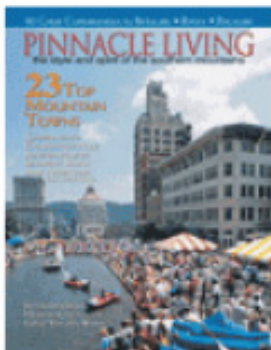
National Geographic Adventure magazine, in May 2006, highlighted "38 Amazing Family Escapes; Wild Beaches, Cool Festivals," and there was the Tryon, North Carolina, event—the only Deep South "Wild Escape" depicted on the stylized U.S. map which illustrated 13 events around the country.

In 2005 the Festival garnered attention from **John Boy and Billy's** widely syndicated radio show, **The Big Show**, which is heard in 111 markets in 23 states. Not only did they talk about the Festival, at which their own cooking team was competing, they declared that Thursday, June 9 (the day before that year's Festival), to be "Blue Ridge Barbecue Festival Day," and invited committee members to be on the air with them talking BBQ talk throughout the show.



DAILY NEWS

In June 2005, The Blue Ridge Barbecue Festival was highlighted when the **New York Daily News** included it in a feature on barbecue festivals.



Pinnacle Living magazine (Summer 2004) used some very complimentary words in crediting the Blue Ridge Festival with kicking off the barbecue season.

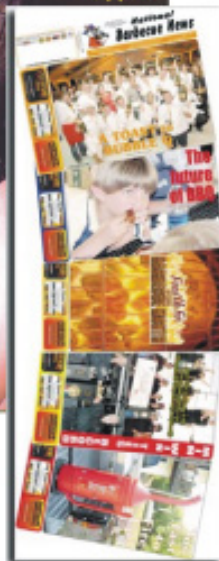
The Tryon event was among the select group when **Unlimited** magazine (Summer 2004) featured the nation's top seven food festivals.



USA Today (Tues. May 20, 2003) listed the top summer "offbeat funfest" in each state and, for North Carolina, that event was the Blue Ridge BBQ Festival.



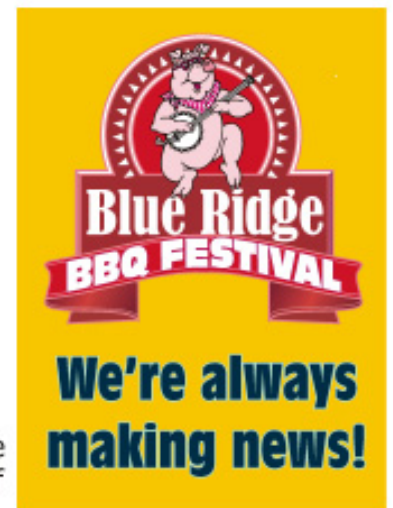
When **Maxim** magazine (November 2002) featured the top eight barbecue festivals in the country, the Blue Ridge Barbecue Festival was among them.

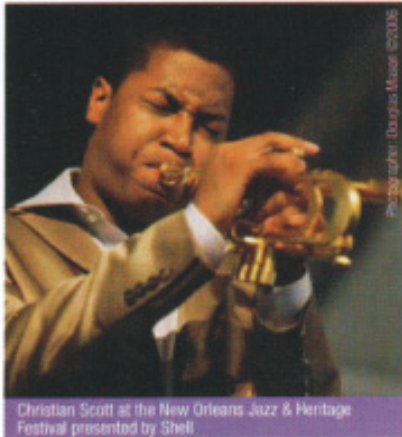


In 1999, the Festival was named the "Best U.S. Barbecue Event" by the **National Barbecue News**.



The Tryon event was voted number five on the **Travel Channel's** Top 10 list of World's Best Barbecue contests.

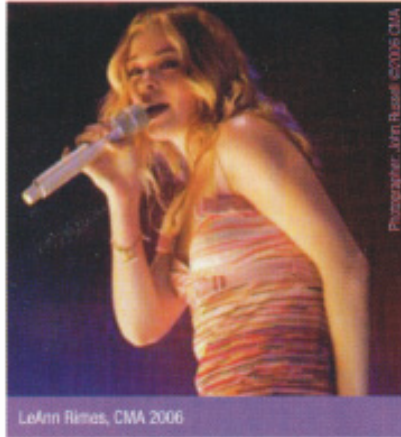




Christian Scott at the New Orleans Jazz & Heritage Festival presented by Shell

New Orleans Jazz & Heritage Festival
New Orleans, Louisiana
April 27 – May 6

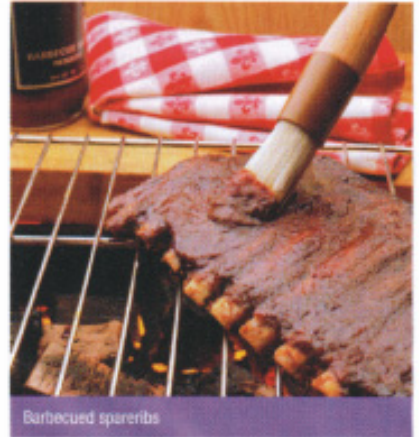
Like Mardi Gras, the Jazz & Heritage Festival is synonymous with



LeAnn Rimes, CMA 2006

CMA Music Festival
Nashville, Tennessee
June 7 – 10

Each year, the city that's legendary for its music presents what has



Barbecued spareribs

Blue Ridge BBQ Festival
Tryon, North Carolina
June 8 – 9

Come and savor the most delectable pulled pork you've ever tasted right at the foot of the Blue Ridge Mountains. The Blue Ridge BBQ Festival started as a humble cook-off in 1992, and is now one of the premier barbecue events in the nation. Live entertainment lights up the main stage, while the prestigious Foothills Craft Fair showcases contemporary and traditional crafts as well as fine art. There's also a Kids' Fun Park with carnival rides and games, and a fireworks display both nights. In 2006, the festival introduced the innovative Going Green initiative, complete with recycling centers on the grounds and environmentally knowledgeable volunteers. They reduced trash weight by nearly a third and plan to minimize it even more this year.

www.blueridgebbqfestival.com
(828) 859-7427

Good Housekeeping magazine, March 2007, in its Festival insert, listed many events across the country, but they highlighted only three: the New Orleans Jazz Festival, the Country Music Awards Festival and North Carolina's own **Blue Ridge Barbecue Festival!**

an impressive showcase of work by



Nashville Convention Center, fans can listen to intimate, crowd-pleasing sets in the Acoustic Corner, and meet their favorite stars at the Wrangler® Fan Fair Exhibit Hall. The Fun Zone is a hub of exhibits, free giveaways, product samples, special shows and more. Martina McBride, LeAnn Rimes, Clint Black, Billy Ray Cyrus, Lynyrd Skynyrd and Los Lonely Boys are just a few of the artists who performed last year.
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