



PRESS RELEASE

FOR: IMMEDIATE RELEASE

DATE: Tuesday, June 23, 2015

Pigs & Pedals is BACK

ASHEBORO, NC – Calling all families, barbeque enthusiasts, beer lovers, thrill seekers, concert goers, and cycling fans! Are you ready for a weekend filled with barbeque, FREE music, bike races and stunt bike shows, craft beer, and a FREE kid’s zone including bounce houses and bungee trampolines? It’s exactly what will be happening in downtown Asheboro during the first weekend in August. Mark your calendar today for Friday, July 31 and Saturday, August 1, as Asheboro welcomes competitive barbeque cooks to the area, along with a criterium-style bike race, local bands, stunt bike shows, FREE kids’ activities, a beer garden and concessions in Bicentennial Park.

On July 31st and August 1st, the City of Asheboro will partner with the Asheboro-Randolph Chamber of Commerce, the Downtown Business Association, and the Heart of North Carolina Visitor’s Bureau to host the second annual Pigs & Pedals event in downtown Asheboro. The event’s main activity is the Kansas City Barbeque Society (KCBS) sanctioned barbeque cooking competition with competitors vying for a \$12,000 purse by cooking up chicken, pork ribs, pork and beef brisket.

“The fun will begin on Friday evening,” said John Ogburn, City Manager. “The cooks will fire up their grills to begin preparing for Saturday’s competition, the beer garden will open and the music will strike up at 6 p.m.” Local beach band, Summerdaze, will kick-off the event in Bicentennial Park, playing from 6 – 9:30 p.m. on Friday.

New this year, the event will feature a FREE kid’s zone in two locations on Saturday. Rides, bounce houses, a bungee trampoline, and a kid’s rodeo will be located behind the concert stage in Bicentennial Park and on Academy Street, which will be closed to vehicle traffic. Admission is FREE for both.

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Pigs & Pedals will also include a criterium-style bike race in which cyclists from across the state and region will compete in Asheboro. And for the thrill-seekers in the crowd, there will be three stunt bike shows featuring BMX riders who've competed nationally and been featured on America's Got Talent. Races will begin at 9 a.m. and stunt shows at 11 a.m. Both will continue throughout the day. The bike race, stunt shows, and beer garden have been sponsored by the Asheboro-Randolph Chamber of Commerce.

In addition to barbeque and bikes, the city has also scheduled the Special Occasion Band to play in Bicentennial Park on Saturday, August 1 from 1-4 p.m. and Eric and the Chill Tones will end the evening with a FREE concert from 6 - 9:30 p.m.

This weekend is guaranteed to be one that you won't want to miss! For additional information about Pigs & Pedals, please contact Pam Morgan, by calling (336) 626-177.

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(Reporters/Editors: Please call Leigh Anna Johnson at (336) 626-1201, x218 for questions.)