



## MEDIA ALERT

**BB&T BALLPARK AND ROMARE BEARDEN PARK TO HOST  
INAUGURAL SOUTHERN SAUCE BEER, BARBEQUE AND BANDS FESTIVAL FEATURING  
THE Q-CITY CHARLOTTE BBQ CHAMPIONSHIP AND THE SECOND ANNUAL CHARLOTTE BEERFEST**

**Press Event to Be Held Tuesday, August 4, at 11 a.m. at BB&T Ballpark Main Gate  
to Announce Plans for the Region's Best Fall Celebration**

**CHARLOTTE (July 30, 2015)** -- Beer, barbeque and music lovers mark your calendars! Charlotte is now hosting one of the region's most unique festivals this fall at the BB&T Ballpark and Romare Bearden Park on September 18 and 19, 2015.

Find out more about how Charlotte Center City Partners are working with BB&T Ballpark, Charlotte Beerfest and other partners to create the City's largest fall festival.

**WHO:** Charlotte Center City Partners, Charlotte Knights and Charlotte Beerfest join together to announce the City's premier fall event.

**WHAT:** The team will unveil plans about the partnership of some of Charlotte's favorite fall events to create a new signature event for the City of Charlotte. In addition, they will announce the featured breweries and the top musical acts set to play at the event.

**WHERE:** The main gate of Charlotte's BB&T Ballpark, corner of S. Mint St. and W. Martin Luther King Jr. Blvd.

**WHEN:** Tuesday, August 4, 11 a.m.

**Media Opportunities:** Media will have an opportunity to interview the team about the event and sample beer and barbeque that will be served during Southern Sauce. To RSVP, please contact Deborah Robinson at [drobinson@vmg1.com](mailto:d Robinson@vmg1.com) or 312.505.4336. Television truck parking provided on Martin Luther King Jr. Blvd.

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