



## Lincoln/Logan County Chamber of Commerce

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### Press Release

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### **KCBS BBQ Competition Joins the Lincoln Art & Balloon Festival in 2011**

The first annual “Up in Smoke on the Square” BBQ competition ([www.lincolnbbq.com](http://www.lincolnbbq.com)) will be held August 26<sup>th</sup> and 27<sup>th</sup> in front of the Logan county Courthouse in historic downtown Lincoln, IL. This event is being held in conjunction with the 2011 Lincoln Art & Balloon Festival ([www.lincolnillinois.com/ABF.aspx](http://www.lincolnillinois.com/ABF.aspx)). As a 2011 new addition to the festival’s downtown activities, it is expected to bring approximately 35 top BBQ teams that will vie for \$8,000 in prize money.

“This new addition to the Lincoln Art & Balloon festival enables us to expand an already successful event and creates additional excitement and hopefully new interests for visitors to our event and engage new people we haven’t seen before” stated Andi Hake, Executive Director for the Lincoln/Logan County Chamber of Commerce. “Up in Smoke on the Square” will be the first time a Kansas City Barbeque Society (KCBS) sanctioned event will be held in Logan County.

The event kicks off on Friday, August 26<sup>th</sup> with competitors firing up their smokers. On Saturday, the competitors will present their entries for the beef brisket, chicken, pork shoulder and pork ribs to the KCBS-certified judges and then prizes will be awarded for 1<sup>st</sup> through 5<sup>th</sup> place in each category. Finally, overall points will then be tabulated and cash prizes of \$2,000 and \$1,000 will be awarded to the Grand Champion and Reserve Grand Champion respectively.

“Up in Smoke on the Square” will be held from 10am to 10pm on Friday and 8am to 6pm on Saturday in front of the Logan County Courthouse, on Mclean and Pulaski streets. Spectators cannot purchase BBQ from the competitors, but the chamber and the BBQ committee headed up by Chris Graue, from Graue, Inc., has brought in four BBQ vendors just for this event to sell quality BBQ to the public. “We are creating a ‘hospitality’ area for our visitors with a tent on the Courthouse lawn with tables and chairs, beverages and BBQ will be sold, so everyone can enjoy the experience of this exciting new event in Lincoln”, says Graue, one of the creators of this event.

The Rotary Club of Lincoln is one of the event sponsors, giving money for a new BBQ Buck program to encourage spending by the competitors in Lincoln’s Downtown. This BBQ Buck program works much like the Chamber Buck program; only businesses in the downtown area do not have to be Chamber members to participate. Competitors will be given \$25 in “BBQ Bucks” to spend at participating stores thanks to Rotary’s generous contribution. This is a matching dollar for dollar program to encourage more money circulating through our local businesses. The competitors have to spend an equal amount of their own money to use these gift certificates. “We loved this idea when Chris presented it to us, because stimulating spending in Logan County is what we are all about at the Chamber”, said Hake.

“I am very pleased that Chris and his committee trusted the Chamber to help support this new event and thought it would be a good fit for our festival”, added Hake. “The BBQ committee has put in countless hours over the last year to ensure the success of an event that until a year and a half ago, I didn’t know the first thing about, we are relying on the expertise of this committee, and so far they have exceeded our expectations.