



# NEWS RELEASE

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## LOWES FOODS ANNOUNCED AS PRESENTING SPONSOR OF 2011 U.S. FIGURE SKATING CHAMPIONSHIPS

**Greensboro, N.C. (July 29, 2009)** – North Carolina 2011, the local organizing committee for the 2011 U.S. Figure Skating Championships announced today that Winston-Salem-based Lowes Foods has become the first Presenting Sponsor of the 2011 Championships. Presenting Sponsor is the highest level local sponsorship for the Championships.

"We are ecstatic to have Lowes Foods take a leadership position in the 2011 U.S. Figure Skating Championships," said Hill Carrow, Chairman of North Carolina 2011. "To keep the 2011 U.S. Championships on track to be the largest event in the state in 2011, major corporate partners are essential. Lowes Foods, with its attractive stores, great reputation, and over 100 locations in the Carolinas is an ideal fit."

The U.S. Figure Skating Championships are the sport's premier event. Featuring over 250 of the top skaters in the country accompanied by more than 1,250 coaches, officials, and administrators, the Championships have previously drawn crowds of over 150,000. The 2011 U.S. Figure Skating Championships will be held January 22-30 at the Greensboro Coliseum Complex, where 12 national champions will be crowned in ladies, men, pairs, and ice dancing divisions.

"Hosting the U.S. Figure Skating Championships is a coup for the Triad region and for the state," said Steve Hall, Lowes Foods President. "We can see great partnership opportunities with the 2011 Championships that will benefit our customers and the event. With Ticketmaster locations in approximately 60 of our stores, Lowes Foods can serve as a key destination for accessing the U.S. Championships."

### - About North Carolina 2011 -

North Carolina 2011 is the local organizing committee for the 2011 U.S. Figure Skating Championships to be held in Greensboro, N.C. NC 2011 is led by Sports & Properties, Inc., with Hill Carrow, CEO of SPI, serving as chairman of the LOC, and Faryn Driscoll, SPI's client services manager, serving as director of operations. NC 2011 encompasses a collaborative team consisting of the Greensboro Coliseum Complex, the Greensboro Sports Commission, the Greensboro Convention & Visitors Bureau and the North Carolina Figure Skating Association. 2011 U.S. Figure Skating Championships are sponsored locally by Lowes Foods, Presenting Sponsor; and by Official Sponsors: Greensboro Coliseum Complex, Graphic Visual Solutions, BEM Interactive, MediaFit, Annese PR, and Ice Rink Events. For more information on North Carolina 2011 and the 2011 U.S. Figure Skating Championships, visit [www.northcarolina2011.com](http://www.northcarolina2011.com).

### - About Lowes Foods -

Lowes Foods, Inc., is a wholly-owned subsidiary of Alex Lee, Inc., based in Hickory, North Carolina. Lowes Foods is a retail grocery with over 8,500 employees and 109 locations in North Carolina, South Carolina, and Virginia. Lowes Foods emphasis on good foods, health, and nutrition is reflected in the tagline that accompanies its logo: "good for you." Lowes Foods features all top name brands and its own store brands including Lowes Foods, Full Circle, Paws Premium, Top Care, and World Classics Trading Company. For more information on Lowes Foods, visit [www.lowesfoods.com](http://www.lowesfoods.com).

