



STREETALK

news from the fast lane



CAROLINA CROSSROADS' THIRD OUTDOOR CONCERT DRAWS OVER 30,000: HANK WILLIAMS JR. AND GRETCHEN WILSON BIGGEST EVENT YET

Hank Williams Jr. and **Gretchen Wilson's** appearance at **Carolina Crossroads** drew the venue's largest crowd ever, capping off a successful three concert series at the new entertainment and retail complex in **Roanoke Rapids**. The two, along with the **Road Hammers**, drew a crowd of more than 30,000 during their September 23 outdoor concert.

The first Carolina Crossroads event featuring **Big & Rich** exceeded 24,000. The second, a Christian concert featuring artists **Steven Curtis Chapman** and **Third Day**, attracted 10,000. All three were part of a series of "Randy Parton and Carolina Crossroads Present" concerts leading up to the 2007 grand opening of the Randy Parton Theater.

"The success of these three concerts is just a sample of what lies ahead for Carolina Crossroads," said **Elizabeth Branham**, event director for Carolina Crossroads. "To draw such large crowds and headliner acts in our first year is exciting and just paves the way for an even bigger 2007 season."

"I think as we see more and more events, people will realize that Roanoke Rapids and Carolina Crossroads have the potential to be one of the best entertainment destinations on the East Coast," said **Randy Parton**, managing member of Moonlight Bandit Productions, LLC. "These concerts drew people from hundreds of miles away who are willing to travel to see big name entertainment."

The concerts benefit the Children's Miracle Network and its affiliated hospitals, University Health Systems of Eastern Carolina's Children's Hospital in Greenville and Duke Children's Hospital and Health Center in Durham. Donations raised will directly touch the lives of children through camps for chronically ill pediatric patients and provide support for capital projects, pediatric research, as well as help purchase specialized pediatric equipment such as cardiac monitors. Carolina Crossroads has pledged \$1 million to the charity from concert proceeds.

PRStreet handled media and public relations for the Hank Williams Jr./Gretchen Wilson appearance, as well as coordinating media credentials and press conferences the day of the event.

www.carolinacrossroads.com



FALL 2006 / WINTER 2007

high beams

CLIENT SPOTLIGHT



BAREFOOT COMMONS GROUNDBREAKING STARTS IN THE FAST LANE—LITERALLY!



Randy Bossé of 1st Carolina Properties and Dean Cohagan, president and CEO of BI-LO, enjoy one more lap around the track at the Grand Prix Family Thrill Park in North Myrtle Beach.

When executives from **1st Carolina Properties** and **BI-LO Supermarkets** gathered on November 3 for the groundbreaking of **Barefoot Commons** in North Myrtle Beach, they had to bring along a lead foot. Since the event took place at the former **Grand Prix Family Thrill Park** owned by the **Lazarus family** of North Myrtle Beach, family members, employees and executives took some final laps around the track to commemorate the 30-year history of the attraction and celebrate the groundbreaking of Barefoot Commons.

The 100,000 square foot Barefoot Commons shopping center will sit on the site of the former race track and will be anchored by a 48,000 BI-LO supermarket. The shopping center will also feature restaurants, small retail shops and other specialty stores.

Speakers at the event included **Randy Bossé**, managing partner of 1st Carolina Properties, **Dean Cohagan**, president and CEO of BI-LO, **Marilyn Hatley**, mayor of North Myrtle Beach and members of the Lazarus family.

PRStreet arranged for two of the track's cars to be decorated with "BI-LO at the Beach" logos to commemorate the occasion. After taking a final lap in the race cars, executives and guests had the opportunity to have commemorative pictures taken with one of the race cars as a souvenir of the occasion.

BI-LO plans to incorporate the tradition of the Grand Prix by displaying the race cars in the new store once it is completed. The Grand Opening for Barefoot Commons is scheduled for fall 2007.

PRStreet developed, coordinated and carried out the event, which was covered by two local television stations and two local newspapers. www.1stcarolinaproperties.com

THOUSANDS VISIT DIGNITY MEMORIAL® VIETNAM WALL IN RALEIGH: REPLICA OF VIETNAM VETERAN'S MEMORIAL ATTRACTS 18,000 VISITORS OVER VETERANS DAY WEEKEND



Veterans and families lined up to visit the Dignity Memorial Wall during its three day visit to Raleigh.

More than 18,000 people visited the **Dignity Memorial® Vietnam Wall** during the exhibit's appearance in Raleigh over the Veteran's Day weekend. The Wall was on display in downtown Raleigh from Friday November 10 through Sunday November 12. The Dignity Memorial Vietnam Wall is a three-quarter scale replica of the Vietnam Veteran's Memorial in Washington, DC. It travels to different cities throughout the United States each year. This was its first appearance in Raleigh.

"We were overwhelmed with the response to the Dignity Memorial Vietnam Wall while it was here in Raleigh," said **Clyde Queen** of Brown-Wynne Funeral Homes and coordinator of the exhibit. "The turnout of veterans, family members and the community as a whole was a moving experience for everyone who was involved in bringing the Wall to Raleigh."

The Dignity Memorial Vietnam Wall was on display on the **Halifax Mall** in downtown Raleigh, and its appearance coincided with the **North Carolina Veteran's Day Parade** that was held Saturday.

"The combination of the parade and the beautiful weather obviously helped in attracting people to the Wall," said Queen. "This was important since many people in this area may never get a chance to visit the actual memorial in Washington."

Many visitors left memorabilia and keepsakes at the exhibit over the weekend. Those items were collected and will be sent to the North Carolina Veteran's Freedom Park in Cary and sealed in a special Armed Forces commemorative vault. The vault will be dedicated at the park on December 7.

Earlier in the week, the truck transporting the Wall to Raleigh was escorted into town by 100 motorcycles ridden by veterans and law enforcement representatives.

The Dignity Memorial Vietnam Wall is a three-quarter scale replica of "The Wall," the most celebrated component of the Vietnam Veterans Memorial in Washington, DC. It is dedicated to all Americans who served in Vietnam and honors all veterans of the U.S. military. The Dignity Memorial network of funeral, cremation and cemetery providers created the replica in 1990 to serve distance communities throughout the nation. The faux-granite replica is 240 feet in length and eight feet in height. Similar to the actual memorial, the names of more than 58,000 Americans who died or are missing in Vietnam are inscribed on its black, mirror-like surface.

PRStreet was a sponsor of the exhibit and provided media relations and public relations for the exhibit. www.vietnamwallexperience.com

**PINK LADIES CELEBRATE LIVING
IN THE PINK WITH PANERA BREAD**



Raleigh Police Chief Jane Perlov and NC State Women's Basketball Coach Kay Yow at the Panera Bread "In the Pink" event.

With the help of NC State Women's Basketball Coach **Kay Yow**, Raleigh Police Chief **Jane Perlov**, Raleigh **Mayor Charles Meeker**, and 50 breast cancer survivors, **Panera Bread** kicked off its second annual **"In the Pink," Campaign** on September 29 with a survivors' breakfast at The Lassiter at North Hills location.

The campaign is a community relations program aimed at publicizing October as Breast Cancer Awareness Month. Kay Yow and the flashy "Pink Ladies," all breast cancer survivors, arrived at the Panera Bread Bakery-Café at The Lassiter in a pink Cadillac with a Raleigh police escort. Coach Yow served as honorary chair of the In the Pink campaign.

During the month of October, Panera Bread partnered with **WakeMed Health and Hospitals**, **Susan G. Komen Breast Cancer Foundation NC Triangle Affiliate** and **Mary Kay Cosmetics** to educate the public about breast cancer health. The information helped spread the word about the importance of early detection, self-examination and regular clinical breast exams and mammograms.

All 13 Panera Bread locations in the Triangle featured the Pink Ribbon Bagel. With the sale of each Pink Ribbon Bagel, Panera Bread donated 25 cents to the Susan G. Komen Breast Cancer Foundation NC Triangle Affiliate.

PRStreet coordinated the Pink Ladies event, including securing the participation of Coach Yow, Chief Perlov and Mayor Meeker, as well as arranging a special City of Raleigh Proclamation for the event. www.komennctriangle.org

**GRAND OPENING OF BEAVER CREEK CROSSINGS
LEAVES A PERMANENT MARK**



Officials from 1st Carolina Properties, Developers Diversified Realty and the Town of Apex unveil their handprints outside the Beaver Creek Cinemas during grand opening ceremonies.

Thanks to PRStreet, some Apex town officials and developers will have a permanent presence at **Beaver Creek Crossings**. Handprints of eight officials were inlaid in the sidewalk outside the Beaver Creek Cinemas to commemorate the grand opening of the 1,000,000 square foot shopping complex. The handprints were originally cast at the groundbreaking for the center in 2005.

The November 2 event featured food, music and a photo session with "Capt. Jack Sparrow" from the movie *Pirates of the Caribbean: Dead Man's Chest*. Newly opened tenants include Borders Books, Circuit City, Consolidated Theatres, Dick's Sporting Goods, LongHorn Steakhouse, Old Navy, Red Robin and T.J. Maxx/HomeGoods.

The center's north phase is expected to open in 2008. PRStreet handled the planning and implementation of the grand opening event along with media relations and staffing. The event was covered prominently by television and newspapers. www.ddrc.com



Cortney McCullough
NC State University

Cortney McCullough is a junior at North Carolina State University. She is majoring in Communication with a concentration in Public Relations and a minor in Spanish. She is a member of the Gamma Beta Phi Honor Society, PRSSA, and is also a part of the Peer Mentor Program. She works as an after school youth counselor for the YMCA at Stough Elementary School. In her free time she enjoys running, reading, practicing her Spanish skills, and spending time with her family. Cortney plans to gain experience at PRStreet that will eventually help her pursue a career in Public Relations.



Madalyn Carlisle
NC State University

Madalyn is a junior at NC State University pursuing a major in Communication with a concentration in Public Relations. She is also minoring in Journalism and International Studies. Along with her internship at PRStreet, she is an active member of both the Public Relations Student Society of America and Students Today Alumni Tomorrow. Madalyn is also currently the NC State promotions representative for the U Card.



Kiera Speed
UNC Chapel Hill

Kiera Speed is a senior at the University of North Carolina at Chapel Hill. She will graduate with a degree in Journalism and Mass Communication, with a concentration in public relations and a minor in business administration. Along with her internship at PRStreet, she has interned at Capstrat, with the Carolina Hurricanes and for the University Center for International Studies in Chapel Hill. In her free time Kiera likes to dance, play sports and volunteer with Habitat for Humanity.



PRSTREET WELCOMES MELANIE DARYANI TO THE FAST LANE

PRStreet is happy to welcome **Melanie Daryani** to PRStreet as an Account Manager.

Melanie is a Raleigh native who worked in the non-profit sector for the past several years. She has marketing, communications and event planning experience in both Raleigh, NC and Washington, DC.

Previously, she has served as Training and Special Events Coordinator for Communities In Schools of NC, Inc.; Associate with Orr Associates, Inc.; and Admissions Coordinator for the Witherspoon Fellowship at Family Research Council.

Melanie graduated from the School of Journalism and Mass Communication at the University of North Carolina at Chapel Hill with a focus in Public Relations. And even though they still enjoy a lighter shade of blue, Melanie and her husband, Nevin, now call Durham home.

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What a fall it has been for PRStreet! We started out with a wild show from Hank Williams Jr. and Gretchen Wilson at Carolina Crossroads in Roanoke Rapids. More than 30,000 fans showed up for the venue's largest show to date.

Then it was time to talk gangs with Communities In Schools of North Carolina and their new anti-gang initiative. Wake County Sheriff Donnie Harrison and the chair of the Governor's Crime Commission helped CISNC literally "kick-off" the campaign at a local martial arts studio, where students presented an incredible demonstration of their skills.

We then moved on to the "In the Pink" campaign for Panera Bread. This year, PRStreet was able to recruit N.C. State head women's basketball coach Kay Yow (a breast cancer survivor) to participate as our honorary chair. She joined last year's honorary chair Raleigh Police Chief Jane Perlov at the kickoff event on September 29.

In November, we held back-to-back events in the Triangle and North Myrtle Beach; the grand opening of Beaver Creek Crossings in Apex, and the groundbreaking for the Barefoot Commons shopping center in North Myrtle Beach.

Finally, PRStreet was honored to be a sponsor of the Dignity Memorial Vietnam Wall that came to Raleigh over Veteran's Day weekend. The ¾ scale replica of the Vietnam Veterans Memorial in Washington, DC drew 18,000 visitors during its three-day exhibit in Raleigh.

The months ahead will include some exciting events and projects for all of us at PRStreet. I look forward to sharing those with you in our next issue of Streettalk.

From The Driver's Seat,

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