



SC Festival of Discovery a participant in the Kingsford Charcoal and Kansas City Barbeque Society points chase and Reser's American Classics Summer Series
Kingsford Points Chase to include 25 events

Greenwood, SC – The Kansas City Barbeque Society and Kingsford Charcoal are heating up the world of competitive barbeque at 25 events, including the SC Festival of Discovery in Greenwood.

The Kingsford Points Chase fired up the barbeque world in 2010 and it's back for another season ... this time it's bigger and better! The Kingsford Points Chase rewards teams that cook their winning entries using Kingsford Charcoal.

This year, the Kingsford Points Chase includes 25 events across the country, including the SC Festival of Discovery. The points chase will crown one grand champion who will take home a check for \$25,000 and major bragging rights.

For more information on the Kingsford Points Chase, or to review the event winners and point standings, visit www.kcbs.us/kingsfordpoints.php.

In addition, Reser's and Kansas City Barbeque Society are cooking up another great competition at eight barbeque events, including the SC Festival of Discovery.

The Reser's American Classics Summer Series is a potato salad contest that will be incorporated into the SC Festival of Discovery as an additional category. Competitive barbeque teams will be competing for \$1,100 in prize money and major bragging rights.

The potato salad contest entries will be judged using KCBS standards and certified barbeque judges. The winning entry will take home \$700, second place earns \$300 and third place will receive \$100.

The points chase and the contest both coincide with the Great American BBQ Tour, a 20-stop barbeque tour that features food sampling, contests, entertainment and tips and tricks from the world of competitive barbeque.

The SC Festival of Discovery, which will be held July 7-9, 2011, encourages visitors to "discover" the rich traditions of Greenwood County and South Carolina. The Festival celebrates the history, culture, music and people that make South Carolina and Greenwood County such an incredible place to live. This is accomplished with diverse cultural and heritage focused activities for the tourist to enjoy. The Festival of Discovery "Blues Cruise"

celebrates the unique musical sound of the Blues with numerous musical artists performing at Uptown Greenwood restaurants and venues. The Festival also focuses on the rich tradition of Carolina Barbeque and Hash by sponsoring a Kansas City Barbeque Society (KCBS) sanctioned and South Carolina State Championship cook-off featuring some of the best BBQ teams in the country. For more information, visit their website at www.festivalofdiscovery.com

About KCBS

It's estimated that more than 5,000 teams compete on the KCBS barbeque circuit. With more than 14,500 members, KCBS has been sanctioning events and training certified barbeque judges nationwide since 1986. Using an objective, blind judging process, the society sanctions approximately 350 barbeque competitions throughout the nation each year.

For more information about KCBS, visit www.kcbs.us. To learn more about the Great American BBQ Tour and its full schedule, visit www.KCBSTour.com or follow the tour on Twitter at www.twitter.com/KCBSBBQTour and on Facebook at www.facebook.com/greatamericanbbqtour.

About The Kingsford Products Company, LLC

The Kingsford Products Company, LLC is a subsidiary of The Clorox Company, headquartered in Oakland, Calif. Clorox is a leading manufacturer and marketer of consumer products with fiscal year 2008 revenues of \$5.3 billion. With 8,300 employees worldwide, the company manufactures products in two dozen countries and markets them in more than 100 countries.

About Reser's

Proud to be the official side dish sponsor of the 2011 KCBS Great American BBQ Tour, Reser's has been cooking up its world-famous potato salad for more than 60 years. As a family owned and operated company headquartered in Oregon, Reser's is dedicated to creating delicious, wholesome meals that nourish family ties and sustain family traditions. The company's leading brands include Reser's American Classics™ deli salads, Reser's Sensational Sides™ and Main St. Bistro™ side dishes, Don Pancho® Mexican Foods and Stonemill Kitchens® premium dips. For information, visit www.resers.com

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