

*Former Detroit Lions and Heisman Winner Billy Sims to Meet & Greet
Customers at Locations in Colorado Springs and Edgewater/Denver*

TULSA, OKLA — April 23, 2018 —To kick off the tour of Billy Sims restaurants in Colorado, the Heisman Winner and Former NFL football personality, as well as founder of Billy Sims Barbecue, will be at the Colorado Springs location (3330 Austin Bluff Pkwy) of Billy Sims Barbecue on Saturday, April 28, 2018 from 11:00 a.m. to 1:00 p.m. and at the Edgewater/Denver location (2001 Sheridan Blvd, Suite C) on Saturday, April 28th from 5:00 p.m. to 7:00 p.m. to meet guests and sign autographs. There will be special menu pricing and giveaways during the event.

Both locations are celebrating their first anniversary being a part of the Colorado Springs and Edgewater communities. “We are excited to have the communities of Colorado Springs and Edgewater support Billy Sims Barbecue over the past year. We look forward to continued success and growth in both communities and we hope to see our valued guests join Billy and our local franchisees this weekend in Colorado Springs and Edgewater,” Co-Founder and CEO of Billy Sims Barbecue, Jeff Jackson.

About Billy Sims

Billy Sims is an accomplished athlete and successful entrepreneur whose career highlights include numerous high school, collegiate and professional records that still stand today. Under the guidance of Coach Barry Switzer at the University of Oklahoma, Sims was the national leading rusher and scorer and was also the recipient of the coveted Heisman Trophy. Sims entered the NFL draft in 1980 and was the number one overall draft pick going to the Detroit Lions. He was named NFL Rookie of the Year and contributed to a winning 9-7 season for the Lions versus a 2-14 season the year prior. Sims would ultimately retire from professional football in 1985.

About Billy Sims Barbecue

Celebrating its 14th year, Billy Sims Barbecue is a 50+unit, Tulsa-based fast casual concept serving premium barbecue and traditional sides. Founded by 1978 Heisman Trophy winner Billy Sims, and entrepreneur and retail expert Jeff Jackson, Billy Sims Barbecue is the third largest fast casual style barbecue restaurant in the U.S. Operating in six states, the Billy Sims Barbecue

franchise system continues to grow at a steady pace and is actively seeking franchises for multi-unit deals in states throughout the country.

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For more information, press only:

Tena Wooldridge, 918.935.3411, info@billysimsbbq.com