

*Former Detroit Lions and Heisman Winner Billy Sims to
Taste of Troy & Shorian Annual Taste Fest*

TULSA, OKLA — February 28, 2018 — Former Detroit Lions player and Heisman Winner, Billy Sims has a busy weekend in the Detroit area. He will attend the 26th annual Taste of Troy and the 9th Annual Shorian Taste Fest. Following a cooking appearance airing live on Fox 2 News at 9:00 a.m., Billy will be at the Taste of Troy Sunday, March 4th from 1:00-2:30 p.m. and then make an appearance at the Shorian Taste Fest from 3:30-5:00 p.m.

The annual Taste of Troy event, to benefit the Boys & Girls Club of Troy, will be held Sunday, March 4th from 1-4 p.m. at the San Marino Club in Troy. Taste of Troy attendees can bid on gift baskets, sports tickets, spa, hotel and restaurant gift certificates in the silent auction, enjoy music and be a part of a live auction. Participating restaurants compete for awards including Critics' Choice and People's Choice. Tickets are \$45 in advance and sold at the event for \$55. Parents of BGCT members can purchase tickets for \$20.

The Shorian Taste Fest, hosted by Lake Shore High School Quarterback Club, will be Sunday March 4th to be held at Athena Hall in Roseville 1 p.m. until 5 p.m. This is a much-anticipated annual event that draws more than 1500 attendees from surrounding communities. Tickets can be purchased at the door for \$20 per person. Richard Popp, Dean of Students said, "This is an incredible community event. It is a coming together of support for a great cause. The event is packed with fun, families, smiles and laughs. Everyone has such a great time. The food is magnificent."

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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