

*Former Detroit Lions and Heisman Winner Billy Sims to Meet & Greet  
Customers to Celebrate Grand Opening at Newest Gardner Location*

**TULSA, OKLA — June 21, 2018** —To kick off the grand opening celebration weekend Billy Sims will first stop by the Emporia, Kansas location (737 W 6<sup>th</sup> Ave) on Friday, June 22 from 5:00-7:00 p.m. On Saturday, June 23<sup>rd</sup> from 11:00 a.m. to 2:00 p.m., the Heisman Winner and Former NFL football personality, as well as founder of Billy Sims Barbecue, will be at the new Gardner location (925 East Lincoln Ln). to meet guests and sign autographs. There will be giveaways and games during the event. "Billy Sims Barbecue is something I'm very excited about," Sims says. "We've got a fun, family oriented, tailgate kind of atmosphere here and some of the tastiest and most tender brisket and ribs around. It's truly a celebration of good food and good football – a place to kick back and enjoy yourself."

“We are excited to add the Gardner community to our list of locations. We look forward to success and growth in the community and we hope to see our valued guests join Billy and our local franchisee, Matt Cranor, this weekend in Gardner,” Co-Founder and CEO of Billy Sims Barbecue, Jeff Jackson.

The Billy Sims Barbecue chain has 54 stores across, Oklahoma, Kansas, Missouri, Iowa, Colorado and Michigan. Billy Sims Barbecue offers nine kinds of smoked meats — brisket (sliced and chopped), pulled pork, chicken breast, turkey breast, hot links, Polish sausage, bologna and ribs — as well as sides ranging from baked beans and baked potatoes to smoked corn on the cob and coleslaw. Billy Sims Barbecue has a simple, family-oriented, neighborhood feel — with prices to match. Sandwiches made with one smoked meat are \$7.99 with one side. Dinners range from \$6.49-\$23.99. For more information, visit [billysimsbbq.com](http://billysimsbbq.com).

### **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:**

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