

**For Immediate Release**

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## **City of Welch Expands WV Coalfields Cookoff Offerings** ***WV State BBQ Championships, ATV Festival, Live Music and Band Contest***

**Welch, WV:** The inaugural WV Coalfields Cookoff WV State BBQ and ATV Festival, June 11 & 12<sup>th</sup>, 2021 in Welch, WV. The festival, hosted by the City of Welch, will feature the WV State BBQ Championships sanctioned by the Kansas City BBQ Society (KCBS) for pro pitmasters and backyard BBQ teams, as well as live music, including a battle of the bands, sponsored by Bonfire Recording Studio and Pinecastle Music that offers cash prizes, studio recording time, and travel accommodations. The wining group will also receive consideration with Pinecastle Music for a label release. Other events include family activities, a beer garden, a public BBQ tasting, kids' activities, and ATV contests. The WV Coalfields Cookoff promises outdoor summer fun for the whole family in a safe outdoor space in beautiful downtown Welch, WV.

The event has also earned the support of the State of West Virginia. Governor Jim Justice recently declared the event a WV State Barbeque Championship with an official proclamation. City of Welch mayor, Harold McBride, Sr. says the event has been carefully curated to attract many kinds of tourist.

"The WV Coalfields Cookoff will attract BBQ cooks, ATV enthusiasts, and outdoor tourists to visit the great city of Welch, WV," said Harold McBride, Sr. Mayor. "We are currently inviting BBQ teams from across the nation, sponsors, vendors and bands to sign up on our website to participate in the event. In addition to the professional and backyard BBQ cook-off, there will be music contests, arts and crafts, food vendors, the Beer Garden for our guests age 21 and older, and the Kids Korner for our younger audience, we really have something for everyone at this event."

"Welch is known for being the heart of West Virginia Coal Country and this event will be significant from a tourism perspective. Our projected economic impacts could be well over \$1,000,000. With our surrounding mountains being home to the Hatfield McCoy Trail and Welch welcoming off-road machines into the city, we expect the event to be popular with our ATV tourists also and we are creating some contests geared specifically to them. The location also offers easy access to return to the off-road trails surrounding the town," he continued.

Hosted by the City of Welch, ticket, contests, and BBQ cook team registration are available at <http://www.wvcoalfieldscookoff.com> or at the city offices located at 88 Howard Street in Welch. Festival passes are \$5 per person, can be purchased online and include tickets for the public BBQ tasting. A portion of the proceeds from the event will benefit the Welch, WV Volunteer Fire Department. Children ages 12 and under are admitted free with an adult and additional BBQ tasting tickets can be purchased for \$1 each.

Several regional and national businesses have signed on as supporting sponsors of the event. Gold and Blue Cabins, Ashland Resort, Pinecastle Music, Bonfire Music Group, Reconnecting McDowell, Goodson's Supermarkets, McDowell County Commission on Aging, CW Trailer Locks, Ashland Company Store, Little General, McDowell County Commission, Copper Ridge Landfill, Eva's House B&B, Renegade Outfitters, Sterling Drive-In, and the McDowell County CVB. For more details and contest rules for the BBQ Cookoff, music contests, ATV competitions, or general festival information, visit our website, [www.wvcoalfieldscookoff.com](http://www.wvcoalfieldscookoff.com) and follow the festival on Facebook @wvcoalfieldscookoff or Instagram at @coalfieldscookoff.

***MEDIA INFORMATION: For additional information, images, or interview requests, contact Andrea Ball, festival organizer at 301.335.2715 (call/text). Visit [www.wvcoalfieldscookoff.com](http://www.wvcoalfieldscookoff.com) for additional information about the event. The event will be held Friday June 11 and Saturday, June 12 and is hosted by the City of Welch, WV, media, and bloggers interested in attending can receive a complimentary press passes on request. Facebook @wvcoalfieldscookoff Suggested Hashtags: #KCBS #BBQ #WVCoalfieldsCookoff***

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