



**FOR IMMEDIATE RELEASE:** April 20, 2009  
**Contact:** Lauren Churchin, PGC  
**Phone:** (512) 671-9400  
**Email:** lchurchin@pgccreative.com

### **Local Austin Legend Celebrates Three Incredible Decades**

Austin, TX—April 20, 2009—Pok-e-Jo's Smokehouse is celebrating 30 years as an Austin landmark this summer, serving some of the most delicious BBQ around. Pok-e-Jo's opened its first restaurant in 1979 with a simple philosophy—sell a quality product with superior service at a reasonable price. Since that pivotal moment, Pok-e-Jo's has opened five booming locations and operates one of the largest BBQ catering businesses in Central Texas.

Over the decades, Austinites have built a relationship with their neighborhood Pok-e-Jo's, celebrating family, corporate and sporting events with the popular BBQ joint. Now as their 30<sup>th</sup> anniversary approaches, owners Doug Bohne and Danny Haberman have devised the perfect way to share their appreciation and excitement with years of loyal guests: through the "Tell Us Your Story" contest. Participants are invited to reveal their favorite memories spent with Pok-e-Jo's such as a Texas-sized wedding or awesome tailgate party beginning April 20-June 30. The best photos and stories will be featured on [pokejos.com](http://pokejos.com), where people can view postings and vote for their favorites during the week of June 23-30. Entries qualify contestants to win weekly prizes and a chance at the ultimate grand prize giveaway of one full year of free BBQ (52 weeks) for a lucky contestant.

For more information, official contest rules or to schedule an interview please visit [pokejos.com](http://pokejos.com) or contact Lauren Churchin, PGC, at [lchurchin@pgccreative.com](mailto:lchurchin@pgccreative.com) or 512-671-9400.

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