
NEWS SERVICE



DURHAM CONVENTION & VISITORS BUREAU

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Durhamites Are Feelin' the Love for Bullock's

Last Friday was an important day for Tommy Bullock and his family-run restaurant. The outpouring of support was so overwhelming, it brought him to tears.

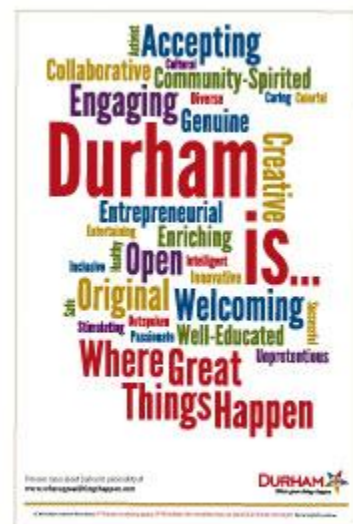
[Bullock's BBQ](#) opened as a full service restaurant in 1952, and over the last 58 years has become an institution in Durham. In those passing years, Durham has grown considerably around this restaurant. The city changed from a tobacco and manufacturing hub to a creative-class community and bustling knowledge and technology center.

All along, Tommy Bullock and his family continued doing what they did best – run a family restaurant the best way they knew how.

That was all well and good – until it wasn't.

In late April, reports from the Durham County Health Department were released stating that people had gotten ill and it was tied to food from Bullock's. However, repeated inspections and investigations turned up no violations and found nothing that would have made people sick. Nonetheless, customers stopped coming in and business fell by 80%.

That's when [Durham Convention & Visitors Bureau](#) (DCVB) mobilized people in the community to step in and



[click to enlarge](#)

help.

As Durham's official marketing agency, DCVB's job is, in part, to protect Durham's image and the assets upon which that image is built. Using public relations and social media, plus relying on many of Durham's residents to help spread the word by taking the message viral, an event was pulled together last week to help restore faith in a restaurant that had been faithful to Durham all these years.

[Continue reading](#) for the community's feedback on the event.



Festivals Around

Recognized as one of the premier Blues festivals in the country, the [Bull Durham Blues Festival](#) has announced its 2010 dates, a new partnership, and the headliner for the 23rd annual event. Produced by [St. Joseph's Historic Foundation, Inc.](#), this year's Bull Durham Blues Festival is themed "Blues All Around Town" and will take place September 10-11, 2010.

The headline act for this year's event is blues-rock guitarist Buddy Guy, who will perform at [DPAC – Durham Performing Arts Center](#) Saturday evening, September 11. Another program will be held on Friday evening, September 10, at St. Joseph's Performance Hall at the Hayti Heritage Center.

2010 marks the first year St. Joseph's Historic Foundation partnered with DPAC for the Blues Festival. "The decision to change the venue was not an easy one. However, the Foundation views this as a wonderful opportunity to forge a partnership with what is now one of the premier performing arts venues in the Southeast," according to Ed Gomes, Board Chair of the Foundation.

In addition to the main events, *Blues After Hours* social events will be held at selected restaurants leading up to the festival. For more information, visit www.bulldurhamblues.org. Tickets will go on sale Friday, May 28th.

In other event news, the American Dance Festival tickets are now on sale for the June 10-July 24 event. This year's festival is titled, "What is Dance Theater?" and has performances at both DPAC and Duke.



ADF Modern Scene, along with Pop's, Parker and Otis, and Morgan Imports, will throw the second annual pre-season ADF Block Party at Downtown Durham's Peabody Place

(Brightleaf District) on Sunday, May 23 from 5-7pm. This event is free and open to the public.

Of special note is that Block Party attendees will receive 25% off any ADF ticket purchased that evening when they provide three non-perishable food items to support the Food Bank of Central and Eastern North Carolina. There will be numerous free chances to win door prizes from local restaurants and retailers. For full details, visit www.americandancefestival.org.



NCCU Band is Taking Time to Smell the Roses

There is a Chinese proverb that says, "A journey of a thousand miles must begin with a single step." NCCU's Marching Sound Machine band has taken its first steps toward getting thousands of miles away as they embark on the formidable task of raising half a million dollars to travel to Pasadena to participate in the 2011 Tournament of Roses Parade.

The annual event, which includes the Rose Parade and the Rose Bowl football game, is viewed by millions around the world. Students participating in the parade will also get to help in the preparation of the elaborate floats, and will present a performance at a Bandfest during the three days prior to New Year's Day 2011. The cost of the trip is about \$2,000 per student, and NCCU has begun efforts to raise the \$500,000 needed.

By early May, the Eagles had raised about \$35,000 toward the trip but they desperately need help from the community to whittle down the remaining amount needed. Performing in the event will give the Marching Sound Machine its largest audience ever, unparalleled exposure.

"This puts our name and our presence before millions of people. It's a terrific recruiting tool," said NCCU Chancellor Charlie Nelms.



[Continue reading](#) to see how you can help.



Triangle Restaurant Week Heats Up in Durham

Close the kitchen for a week and sample some of the best food Durham has to offer at budget-friendly prices by taking part in the 3rd annual [Triangle Restaurant Week](#), May 17-23.

For \$15 at lunch or \$25 at dinner, diners can choose from a restaurant's prix-fixe menu and enjoy a three-course meal from popular eateries in Durham as well as Wake and Orange counties. Diners are then encouraged to share their restaurant experience and create an open forum for discussion of local culinary achievement after the event at www.MyRestaurantGuru.com and on www.yelp.com.



Durham restaurants participating include:

[Alivia's](#)

[Blu Seafood & Bar](#)

[Blue Corn Café](#)

[Chamas Churrascaria](#)

[Dos Perros](#)

[Firebirds](#)

[Four Square](#)

[Mt. Fuji](#)

[Parizade](#)

[Piazza Italia](#)

[Piedmont](#)

[Pop's](#)

[Rue Cler](#)

[Ruth's Chris](#)

[Six Plates](#)

[Taverna Nikos](#)

[Tosca Ristorante](#)

[Vin Rouge](#)

[Watts Grocery](#)



2nd Annual Running of the Bulls

Over 600 runners are expected to participate in Bull City Running Co.'s 2nd annual [Running of the Bulls 8K](#) Community Road Race and USA Track and Field (USATF) NC 8K Championship event. The 8K run/walk will be held Saturday, June 5th at 7:30 a.m. and starts at the Downtown Durham YMCA. All proceeds will benefit the Durham YMCA's WeBuildPeople program and DurhamCares.

Inspired by the running of the bulls in Pamplona, Spain, the race course, which highlights a number of revitalized neighborhoods around historic Downtown Durham including Main Street, Trinity Park, and the American Tobacco Campus, starts in the street and finishes on the warning track inside the Historic Durham Athletic Park.

"Building on the success of the sold-out inaugural event, we hope to attract people from all over the Triangle area and the entire Southeast region to showcase the rich history, diversity, and extensive revitalization efforts in Durham," said Kim Page, co-owner of Bull City Running Co. "The 8K distance (approx. 5 miles) sets itself apart from the multitude of 5K and 10K races in this area, and the USATF championship component of this event is unique as it attracts elite runners from all over the state."



There are several opportunities for local businesses and residents to be involved:

1. Durham businesses are encouraged to create promotions (i.e. % discount on product/food/services, 2 for 1 offer, etc.) redeemable by any runner with a race number. A list of "promotional offers" will be included in each racer's pre-race packet encouraging runners/spectators to spend some time Downtown after the race and visit local businesses.

**Email the details of this offer, including any terms/conditions and the expiration date (recommended to be valid for at least 30 days), to runningofthebulls8k@gmail.com.

2. Sponsorship opportunities are available and include having a logo included on race posters, t-shirts, media coverage, and/or having a presence at the race.

[Continue reading](#) to see more ways to be involved.



Easy Instructions for Updating a Place's Google Profile

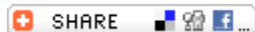
As the internet becomes more a part of everyday life, maintaining and updating an online presence is more important than ever for business owners.

Google, as the most used search engine in the world, has recognized the fact that one in five searches is related to location, and has developed its new "Place Pages" as an offshoot of its exceedingly popular Google Maps platform. These pages are accessed directly from Google Map search results, and in addition to location, provide a quick summary of business information such as hours, service or delivery areas, photos, videos, and even aggregated reviews from several websites such as Yelp and TripAdvisor.

Lots of businesses already have a Google Place page by default, but most are "unclaimed." This means that the information listed could be out of date or even flat-out wrong. However, business owners can easily "claim" their listing – or add their business if it isn't already listed – for free and take full advantage of Google's information delivery pipeline by updating and adding their own information, and even adjusting the location if the business doesn't map correctly on Google Maps. [Click here](#) for a short summary from Google on how to make the most of this free publicity.



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[Durham News Service](#) is a service of the Durham Convention & Visitors Bureau, an internationally accredited local tourism development authority and the official destination marketing organization for Durham, North Carolina, including Research Triangle Park.

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