



NEWS RELEASE
For Immediate Release

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Carolina Crossroads Title Sponsor of Duke Children's Hospital Horse Show
Event to benefit sick children across North Carolina

Raleigh, NC (November 1, 2007) - Olympic style show jumping is once again coming to Raleigh, NC as part of the 24th Annual Duke Children's Hospital Benefit Horse Show November 6-11 at the James B. Hunt Horse Complex, 4601 Trinity Road. Carolina Crossroads, the new music, shopping, and entertainment district in Roanoke Rapids, NC is the title sponsor for this year's event. "At the end of the day, this horse show is about increasing and improving the lives of children. We're proud to be part of such a great event," said Michael Dunlow, Carolina Crossroads Developer.

The event, the largest hunter-jumper horse show in the Southeast, features six days of competition by horses and their riders from the United States and Canada. In addition to competition, the show offers people of all ages a behind-the-scenes look at how horses are cared for, trained and shown. Admission is free except for the Grand Prix on Saturday night. Friday night, November 9th, offers a Stick Horse Parade for children at no cost (Bring your own stick horse). The Duke Grand Prix equestrian competition is scheduled to begin at 7:30 p.m., Saturday, November 10. Admission to the grand prix is \$10 per person with children 10 and under admitted free.

Last year the horse show, which is nationally recognized as a USEF AA event, raised more than \$60,000 for Duke Children's Hospital & Health Center.

This is Carolina Crossroads first year as a title sponsor. Since Carolina Crossroads' inception, it has been a major contributor to Duke Children's Hospital & Health Center. Carolina Crossroads Developer George Ragsdale is a former member of the Duke Children's National Board of Advisors. "Just to see a smile on these children's faces makes it all worthwhile to me," said Ragsdale. "I hope people really come out and support this event this year."

About Carolina Crossroads: Carolina Crossroads is located off Interstate 95 in Roanoke Rapids, NC (Exit 171). The entertainment, tourism, and retail destination located between Richmond, VA, and Raleigh, NC, will offer live performance theatres, shops, hotels, convention and conference facilities, recreation and amusements, and numerous dining options. The Randy Parton Theatre anchors the Carolina Crossroads Music and Entertainment District and features country, pop, beach, and gospel music acts. For more information, visit www.carolinacrossroads.com.

About Duke Children's Hospital & Health Center:

Duke Children's Hospital & Health Center, located in Durham, N.C., is nationally ranked among the best in pediatric health care programs. Caring for children is our number one priority, from routine check-ups and immunizations to the treatment of life-threatening injuries and illnesses. At Duke Children's, we provide hope and the most advanced health care available. Offering innovative procedures including stem cell and bone marrow transplants as well as a variety of support services for our patients and their families, Duke Children's cares for children from around the world. We are also a critical local resource - taking care of 60 percent of Durham's children with over 70 percent of patients coming from central North Carolina. For more information please visit www.dukechildrens.org.