



NEWS RELEASE

For Immediate Release

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The Official Magazine of Carolina Crossroads to roll off the press in 2007 *Get Connected to Carolina Crossroads happenings*

Roanoke Rapids, NC (November 10, 2006) - Carolina Crossroads, the new entertainment and retail destination off Interstate 95 in Roanoke Rapids, has announced that the premier edition of *Carolina Crossroads Connection*, the official magazine of Carolina Crossroads, will be released in early 2007. The free, full-color, high-gloss magazine will feature the latest concert news, restaurant reviews, local entertainment options, and development opportunities. "With all of the interest in Carolina Crossroads, it's only natural that we release a free magazine to keep everyone informed on the latest news," said Michael Dunlow, president of Carolina Crossroads. "From the move of the Zippin Pippin roller coaster from Memphis to Carolina Crossroads to the latest show and concert information, the magazine will be full of useful information."

Carolina Crossroads Connection will be available at numerous outlets along the Interstate 95 corridor. It will also be available in local hotels, real estate offices, Chambers of Commerce, and restaurants. Halifax County Tourism is the first advertiser in the magazine, which will carry a limited inventory of advertising. "*Carolina Crossroads Connection* will only enhance our efforts to promote Halifax County as the East Coast's newest destination for music, fun, and entertainment," said Lori Medlin, Halifax County Tourism Development Director. "This will be a great resource for locals and travelers alike."

Carolina Crossroads Connection will also be available online at carolinacrossroadsconnection.com.

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, which opens in 2007, will anchor the Carolina Crossroads Music Theatre and Entertainment District and will feature country, pop, beach, and gospel music acts. For more information, visit www.carolinacrossroads.com.*

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