

FOR IMMEDIATE RELEASE

It's Time to Get Back to the Barbecue

[Your Company Name] Joins in on “Back to Barbecue Day” May 29,
a National Call to Kick Off Peak Grilling Season

CITY, STATE (May X, 2021) – Peak grilling season is upon us and **[Your Company Name]** is calling on backyard barbecue enthusiasts everywhere to join in the celebration by taking part in “Back to Barbecue Day” on Saturday, May 29.

“Back to Barbecue Day” is the official kick-off to grilling season. With more than ½ of all grill owners cooking out that weekend, “Back to Barbecue Day” also is a national call to visit your local retailer to check out the latest grills and accessories, as well as a pledge to grill out at WhyIGrill.org/blog/BacktoBarbecueday.

Back to Barbecue Day is presented by **[Your Company Name]** and [Hearth, Patio & Barbecue Association](#) (HPBA), the trade association for grill and accessory manufacturers, distributors and retailers nationwide.

How can you take part? If you're a grilling enthusiast, try a new recipe or grilling technique. Or, if you're a casual griller, it's the perfect day to prep your grill for the season ahead and fire up your first barbecue of the year.

“Back to Barbecue Day” also is an ideal time to visit **[Your Company Name]** to check out the latest grills and accessories.

In addition, individuals who share their grilling enthusiasm on social with #BacktoBarbecue or who pledge to cook out May 29 at WhyIGrill.org/blog/BacktoBarbecueday also enter to win grilling prizes provided by HPBA members and sponsors.

“From year round pitmasters to casual weekend grillers, Back to Barbecue Day is a special day for all us to unite around the flame in celebration of our favorite summer pastime,” said **[Name], [Title], [Your Company]**. “We are proud to be a part of the Back to Barbecue Day, and we look forward to seeing fellow grillers in our showrooms this season.”



For Back to Barbecue Day inspiration and recipes, visit WhyIGrill.org.

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