

**FOR IMMEDIATE RELEASE**

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**MISSION BBQ Opening 13<sup>th</sup> Location in Florida**  
*Lakeland, FL location to Open on May 21*

MISSION BBQ is opening its 65<sup>th</sup> location in Lakeland, FL on Monday, May 21, 2018. This will be the 13<sup>th</sup> location in Florida for the restaurant known for its traditional American BBQ with a hefty side of patriotism.

Co-founders, Bill Kraus and Steve Newton achieved the original goal of 40 restaurants two years ahead of schedule in November 2016. The opening of the Lakeland location is part of MISSION BBQ's new expansion plans, with a targeted goal of 80 restaurants throughout the Eastern U.S. by the end of 2018.

As is tradition with the opening of every MISSION BBQ, the Lakeland location will host charity nights throughout the week leading up to the Grand Opening, with all sales donated to organizations chosen by local police and fire departments in the Lakeland Community, as well as to Special Operations Warrior Foundation.

All Grand Opening events will be held at: MISSION BBQ, 4014 South Florida Avenue, Lakeland, FL 33813

**Firefighters Friends and Family Night - Private Party - Invitation Only**

Wednesday, May 16: 6 p.m. – 9 p.m. Benefiting Polk Sheriff's Charities, Inc. & Lakeland Firefighters Inc.

**Police Officers Friends and Family Night - Private Party - Invitation Only**

Thursday, May 17: 6 p.m. – 9 p.m. Benefiting Polk Sheriff's Charities, Inc. & Lakeland Firefighters Inc.

**Military Appreciation Night - Open to the Public**

Friday, May 18: 6 p.m. – 9 p.m. Benefiting Special Operations Warrior Foundation

**Grand Opening Day - Open to the Public**

Monday, May 21: 12 Noon

Live rendition of the National Anthem, followed by a ribbon cutting ceremony. Doors open immediately afterward.

**About MISSION BBQ:**

MISSION BBQ opened its doors for business on September 11, 2011. We believe there is nothing more American than BBQ. And nobody more American than the brave men and women who have sworn to protect and serve Our Communities and Our Country. We do what we do for the love of our soldiers, firefighters, police officers, and first responders—all our loved ones in service. We set across this great land from Texas to Kansas City, the Carolinas to St. Louis...to discover the secrets of great BBQ. Every day we strive to serve you authentic BBQ made from the freshest, most delectable ingredients, and serve it to you in a patriotic dining room filled with tributes to those who've made Our Country great, given to us by the people who earned them. Stop by at lunchtime, and you might catch us during our daily salute to the Stars and Stripes. For more information about MISSION BBQ: <http://mission-bbq.com/>

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