



JB DUKE
HOTEL

JB Duke Hotel Fuels Battle of the Blues Rivalry with Public Challenge Against Chapel Hill's Rizzo Center

The college basketball rivalry extends beyond the court with charitable stakes and public glory relying on the end of season match-up

DURHAM, N.C., Feb. 25, 2019 – This morning, [JB Duke Hotel](#), North Carolina's contemporary lodging destination located on the campus of Duke University, issued a rivalry-fueled challenge to the [Rizzo Center](#), located in on the campus of the University of North Carolina at Chapel Hill (UNC), leading up to the Saturday, March 9 game between renowned opponents the Duke Blue Devils and North Carolina Tar Heels. JB Duke Hotel is putting its weight behind a Duke victory, while Rizzo Center is asserting that UNC will come away with the win.

The outcome of the Duke-Carolina game is one fans and viewers across the country anxiously await each season. To join the fun, JB Duke Hotel and Rizzo Center are putting stakes on the game – the winner will make a monetary donation in addition to the staff volunteering time and service to benefit the [Food Bank of Central & Eastern North Carolina](#). In addition, the winning team will dress Rizzo Center's body opponent bag in the losing team's jersey and throw a few light-hearted jabs to signify the victory – all while capturing and posting a fun social media post to acknowledge the victor.

"Every year, the air changes on campus as the rivalry matchup approaches. We are surrounded by anticipation for the annual Battle of the Blues given our residency on Duke's campus and proximity to Cameron Indoor Stadium and want to show our unwavering support for Duke pride," said Gregg Hilker, general manager, JB Duke Hotel. "It seems very fitting to challenge our Chapel Hill neighbors at Rizzo Center to a friendly competition. We are confident in our team's ability to pull off a win and are looking forward to throwing a few friendly jabs at the body opponent bag in the days following the game. Let's go Duke!"

The JB Duke Hotel will also host a watch party to witness the action unfold, kicking off an hour before tip-off. The event will show the game on large screens in the dining and barista bar areas, featuring a range of specials and festivities. There will be a tailgate kiosk menu for \$18 per person, a game day a la carte menu all evening, a beer special for \$3, square game giveaways for the first half and end of the game and more.

The JB Duke Hotel is located at 230 Science Drive in Durham and offers complementary parking for guests. To learn more information about the JB Duke Hotel, please visit jbdukehotel.com or call (919) 660-6390.

About JB Duke Hotel

The JB Duke Hotel is a AAA Four Diamond contemporary hotel located on the campus of Duke University, conveniently located near both athletic and academic facilities, as well as only 20 minutes from Raleigh-Durham International Airport and 10 minutes from Research Triangle Park. The property



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features 198 guestrooms and 25,000 square feet of meeting and event space – winner of the ConventionSouth Readers’ Choice Award – and is home to a full-service restaurant and two bars.

The hotel is owned by Duke University and is managed by JBD Hospitality, LLC of Durham, North Carolina, which has operated progeny property Washington Duke Inn & Golf Club for decades. For more information and reservations call (919) 660-6400 or (844) 490-7100 and visit jbdukehotel.com. Follow JB Duke Hotel on Facebook at facebook.com/jbdukehotel, Twitter at twitter.com/jbdukehotel, or Instagram at instagram.com/jbdukehotel.

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Media Contact:

Hope Torruella
Largemouth Communications
hope@largemouthpr.com
(919) 459-6462