



JB DUKE
HOTEL

JB Duke Hotel Joins the Fiercest Rivalry in College Basketball History

The hotel puts charitable stakes on the end of season match-up, challenging The Carolina Inn

DURHAM, N.C., February 26, 2018 – [JB Duke Hotel](#), North Carolina’s contemporary lodging destination located on the campus of Duke University, issues a multi-faceted challenge to the Carolina Inn, located on the University of North Carolina-Chapel Hill (UNC), leading up to the Saturday, March 3 game between famed opponents Blue Devils and Tar Heels.

The outcome of the Duke-Carolina game is one fans are avidly awaiting, and will determine which property must donate supplies to Food Bank of Central & Eastern North Carolina as well as publicly congratulate the winning team via social media and in the hotel’s lobby. JB Duke Hotel will carry out the stakes if UNC wins, while The Carolina Inn will proceed if Duke wins.

“As proud members of the Duke University community, we’re raising the stakes to this year’s battle of the blues by challenging the hotel where our opponents gather surrounding the game. We couldn’t think of a better way to join the action than encouraging a contribution to a nonprofit organization providing food for people at risk of hunger in NC,” said Gregg Hilker, general manager, JB Duke Hotel. “We are confident in our team’s abilities to pull through under pressure, and look forward to seeing a congratulatory message to Duke at The Carolina Inn on Sunday.”

The JB Duke Hotel will also host a watch party to witness the action unfold, kicking off at 7 p.m. for the 8:15 p.m. 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 game night kiosk menu for \$17 per person from 4 to 8 p.m., an a la carte menu all evening, a beer special for \$3 Aviator Brewing Company Blue Blood Rivalry Ale, specials on appetizers, door prize giveaways, contests and more.

About JB Duke Hotel

The JB Duke Hotel is a AAA Four Diamond contemporary hotel located on the campus of Duke University, conveniently near both athletic and academic facilities, as well as only 20 minutes from Raleigh-Durham International Airport and 10 minutes from Research Triangle Park. It features 198 guestrooms and 25,000 square feet of meeting and event space 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 or reservations call (919) 660-6400 or (844) 490-7100, or 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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