



# **PRESS RELEASE**

October 17, 2017

FOR IMMEDIATE RELEASE

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## **Mecklenburg County ABC opening new Plaza Midwood store in time for Ghoulishly Good Halloween Spirits**

- WHO:** Mecklenburg County ABC (Alcoholic Beverage Control) Board
- WHAT:** Announcing the grand opening of Plaza Midwood retail location
- WHEN:** Thursday, October 19, 2017 at 10:00 a.m.
- WHERE:** 1332-A Central Avenue, Charlotte, NC 28205
- DETAILS:** **Spirits hit the shelf in time for Halloween with opening of newest Mecklenburg County ABC store in Plaza Midwood**

The kids can keep the candy-treat the grown-ups to some Halloween spirits.

If you call Plaza Midwood your hangout then we're your newest store to explore in the neighborhood. Want to create a Red Devil Martini or Walking Dead Gin Sour for your Halloween party? We can help! Bars, restaurants and clubs in the area can more conveniently stock up to make their unique, notable crafty concoctions.

Come find us in our new 4900 square-foot ABC store, opening at 10 a.m. Thursday, October 19th at 1332-A Central Avenue, sharing a parking lot with Healthy Home Market and Bistro La Bon. There will be more than 1600 varieties of spirits including national, local and craft items available and some rare spooktacular finds for aficionados to add to their collection.

The public is cordially invited to come meet Willie Gibson, Store Manager, and his sales associate team, who look forward to assisting you with your selections. Stop in and say hi and see the exciting products as they arrive in time for the holidays too!



## Mecklenburg County Alcoholic Beverage Control (ABC) Board

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Since 1947, the Mecklenburg County ABC Board has played a vital role and driving force through its distribution of profits to the community, and, charitable causes that benefit the citizens of Mecklenburg County by supporting alcohol and substance use disorder education, prevention and treatment programs at local nonprofits. In our 70-year history, \$84,053,951 has been distributed to agencies that assist those in need. Additionally, funds distributed are returned to the State of NC, Mecklenburg County, the City of Charlotte and public library system. To date, the Mecklenburg County ABC Board has returned \$851,299,683 to these entities.

You can find product selection and hours for all Mecklenburg County ABC stores on the web at: [www.meckabc.com](http://www.meckabc.com). There are now 26 ABC stores across Mecklenburg County to serve you better.

**CONTACT:** Julia Paul, Community Outreach Director  
Mecklenburg County ABC Board  
704-731-5840 (direct)  
980-214-9749 (cell)  
[julia.paul@meckabc.com](mailto:julia.paul@meckabc.com)

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*The Mecklenburg ABC Board is an independent political sub-division of the state authorized to sell distilled spirits. No state or local tax dollars fund ABC operations; however, system profits return to Mecklenburg County (including incorporated towns), the City of Charlotte, the Charlotte Mecklenburg Library, and area non-profits.*