



## **PRESS RELEASE**

December 13, 2017

FOR IMMEDIATE RELEASE

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### **Mecklenburg County ABC is Making Spirits Bright! Opening of newest Rocky River Road @ 485 retail location**

- WHO:** Mecklenburg County ABC (Alcoholic Beverage Control) Board
- WHAT:** Announcing the grand opening of their Rocky River Road @ 485 retail location
- WHEN:** Thursday, December 14, 2017 at 9:00 a.m.
- WHERE:** 9841 Rocky River Road, Charlotte, NC 28215
- DETAILS:** **We're Making Spirits Bright just in time for the holidays opening our newest Mecklenburg County ABC store at Rocky River Road @ 485**

Our Mecklenburg County ABC elves have been busy stocking the shelves with some VERY SPECIAL products you won't want to miss out on for the grand opening of our newest retail store located at 9841 Rocky River Road @ 485, Charlotte, NC 28215.

Holiday Shoppers can get a jump on some rare specialty items we saved back just for this store launch. We're even opening an hour earlier, at 9:00 a.m. Thursday, December 14th to let our customers have a chance to get something special for that someone special.

Come find us in our new 7,100 square-foot ABC store, next door to Tuffy Tire & Auto Services Center. There will be more than 1600 varieties of spirits including national, local and craft items available and some RARE fantastic finds for aficionados to add to their collection.

The public is cordially invited to come meet Belinda Aponte, Store Manager, and her 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!

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.



## 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 North Carolina, 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.

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**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)

**TWITTER:** @MeckABC

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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.*