



FOR IMMEDIATE RELEASE

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The Upstate Women's Show Announces Major Sponsors:



GREENVILLE, SC – BI-LO Corporation, The Home Depot, Corley Plumbing, Air and Electric, and South Carolina Bank and Trust will be the major sponsors for the fourth annual Upstate Women's Show to be held Friday through Sunday, August 26-28, 2011, at the Carolina First Center.

The Upstate Women's Show is an exciting, three-day consumer show featuring fashion, decor, cooking, home improvement, health and wellness, and more, produced by JBM & Associates, a Greenville-based show management and marketing company. Last year, nearly 300 exhibitors participated in the Show, which provided about 8,000 attendees a fabulous venue for shopping, sampling and an overall good time. The Show also collected more than 5,000 pounds of food for Harvest Hope Food Bank and raised \$13,000 for Safe Harbor through "My Girlfriend's Closet," a charity resale boutique.

BI-LO Corporation has signed a multiyear agreement to be the presenting sponsor for both the Upstate Women's Show in Greenville and the new Columbia Women's Show, launching February 2012. This will be BI-LO's fourth year as a sponsor. The Home Depot renewed their corporate sponsorship for the third year and South Carolina Bank and Trust will be sponsor for the second time. This will be the first year Corley Plumbing, Air and Electric is sponsoring the Entertainment Stage, which will feature HGTV design star, Vern Yip, plus fashion shows, dance routines and comedy acts. The BI-LO Cooking Stage will be the site for a wide array of demonstrations and speakers, including Patricia Moore-Pastides, the First Lady of the University of South Carolina.

Show organizers are currently accepting applications from businesses wishing to participate in this year's event. For more information or to reserve exhibit space, go to www.UpstateWomensShow.com, call 864-250-9713, or send queries to email@JBMshows.com.

About JBM:

JBM & Associates is a consumer show management and marketing company which produces the Charleston Boat Show, the Savannah Boat & Outdoor Show, the Upstate Women's Show in Greenville, the Upstate Spice of Life Show in Greenville and will be launching the Columbia Women's Show in 2012. For more information please visit www.JBMShows.com.

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