



**SEAGROVE  
WOOD FIRE  
WEEKEND**  
**JUNE 5-6, 2021**



# **DESTINATION MARKETING NEWSLETTER**

## **June 2021 Edition**

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### **OUR LATEST VIDEO!**

Explore Moore: Top 10 Best Selfie Spots in Moore County, NC



(Click photo to view the video)



# FROM THE DESK OF THE PRESIDENT

## Phil Werz

With the passing of the Memorial Day weekend, the unofficial start of summer is here!

However, the holiday weekend was bittersweet as news of the iconic Pik n Pig restaurant being destroyed by fire quickly spread throughout our area. The Pik n Pig has been a labor of love for the Shepperd family for many years, and a favorite dining establishment for residents and visitors to Moore County alike.

The location at the Gilliam-McConnell Airfield in Carthage was always a big hit, as everyone could enjoy the small planes coming in and out, some pilots flying in just to pick up some delicious food, and patrons enjoying the down-home family atmosphere.

We are deeply saddened at the loss of the Pik n Pig, but hope the Shepperd family will recover and rebuild.

Learning of the tragedy, organizers of the Pinehurst Barbecue Festival started a GoFundMe campaign to assist the Shepperd family and employees of the Pik n Pig who have lost their jobs as a result of the fire. If you wish to contribute, please visit this link: [GOFUNDME](#).

Our thoughts and prayers are with the Shepperd family as they assess next steps. One thing is for certain - if, and when, the Pik n Pig makes a comeback, our community will be there to support it.

#TogetherWeAreMoore #SandhillsStrong  
#RebuildPiknPig



## UPCOMING EVENTS

U.S. Teens Golf World Championship	July 22-24, 2021
U.S. Kids Golf World Championship	July 29-31, 2021
Robbins Farmers Day	July 30-August 1, 2021
Pinehurst BBQ Festival	September 3-5, 2021
Festival d'Avion	October 29-30, 2021

We're home to  
more than just golf!

(Click photo to view our video)



# DESTINATION TOURISM TOPICS



## Iconic Pik n Pig Restaurant Destroyed by Fire

In the early morning of May 30, 2021, the Pik N Pig, one of Moore County's signature restaurants, was heavily damaged by a fire. A [GoFundMe](#) page was started by organizers of the Pinehurst Barbecue Festival to assist the Shepperd family and employees impacted by the loss of the iconic restaurant. As of this writing, more than \$35,000 has been raised. Here is a portion of a statement released by the Shepperd family on June 1: "We are so grateful for not just our local community, but the entire state of North Carolina. With all of the heartbreak this has brought, it gives us all a little peace seeing the love and support from our community and words will never be able to describe how much it all means. From the entire Pig Family and Staff, we thank you. We look forward to seeing and serving our community again soon."



## Friday Celebrations Return to VOP and SOP

Last month, the Village of Pinehurst brought back the popular Live After Five event and held it at the larger Arboretum venue versus Tufts Park to accommodate more people ready to get out and mingle again. Now, hot off the heels of that successful re-launch, the Sunrise Theatre in Southern Pines brings back their First Friday celebration this Friday, June 4th. The event takes place from 5-8pm in downtown Southern Pines. A bluegrass band will perform, food trucks from Meat n Greek and Jaya's Indian Cuisine will be on-site and adult beverages will be flowing! Read more [HERE](#) from The Pilot.



## Fired Up for Seagrove Wood Fire Weekend

The third annual Seagrove Wood Fire Weekend Pottery Tour takes place June 5-6, 2021. You're invited to attend as potters open up their studios for your visit. Learn more about the Seagrove tradition and wood-fire kilns. Talk with potters about their craft. And enjoy the wide-open spaces in and around scenic Seagrove area. Admission is free. Work will be available online as well for some of the potters. Hours: Saturday, June 5 from 10am-5pm and on Sunday, June 6 from noon until 4pm. To see more about this special weekend in Seagrove, watch our video [HERE](#)!



## Pinehurst BBQ Festival

The Pinehurst Barbecue Festival, presented by Pinehurst Resort, US Foods and Business North Carolina magazine, is a "Celebration of Taste and Tradition" featuring award-winning Pitmasters in one of the most picturesque settings in all of North Carolina. The inaugural three-day event, staged in and around the historic Village of Pinehurst from September 3-5, 2021, offers a unique culinary sampling experience of various barbecue meats and traditional sides. Choose to experience the entire three-day Festival, or attend just one signature event. A multi-ticket VIP package, as well as individual tickets for each event are available. To purchase or for more information on the festival, visit their website [HERE](#).



## Volunteers Needed for U.S. Kids Golf

The 16th annual U.S. Kids World Championships will be held in the Pinehurst area from July 21-August 2. Each year the best junior golfers from around the world, ages 5-18, are focused on their personal goals as they try to qualify for the world's largest and most prestigious junior golf championships. Volunteers are needed for this year's event, so here is more details about how you can get involved: The volunteer registration system allows easy selection for their specific facility, activity and time, and the ability to process the applications electronically. For online volunteer registration, go to: [U.S. Kids Volunteers](#). A confirmation email will be sent to each volunteer based on the position you have chosen. Available volunteer positions are filled on a first come, first served basis, so quick registration is encouraged to assure your first choice of assignment.

# GOLFING NEWS



## CVB Forms Partnership with Nick Bradley

The Pinehurst, Southern Pines, Aberdeen Area Convention and Visitors Bureau (CVB) has announced a partnership with renowned golf instructor, Nick Bradley, to produce golf tips exclusively for the Home of American Golf. The CVB will assist Bradley in promotion and exposure for Traditions Golf Academy at Forest Creek where Bradley was named the director of instruction last fall. Originally from London, England, Bradley has lived in the US since 2005 and brings an impressive resume of coaching, mentoring and developing male and female golfers, from the junior level to major professional champions. He has instructed winners on every major professional tour and has coached players to World No. 1, a pair of World No. 5 rankings, two players to European No. 1 and junior world champions. To see the latest golf tips from Nick, visit our [YouTube Channel](#).



## Pinehurst's Cradle Experience Getting Even Better

Just when you thought the Cradle par-3 short course couldn't get any better, voila! Presenting, the Cradle Crossing, a pavilion area and wrap-around, open-air bar area overlooking the Gil Hanse designed short course. You can see the site under construction now as you look along the top ridge overlooking the course. The addition will feature seating areas, a couple of fire pits, and yes, a few much-needed restrooms. As for the cute little PineCone cocktail service area? Don't worry! The PineCone is not going away and may be used in other locations around Pinehurst Resort. The construction will be ongoing throughout the summer, but look for a grand opening some time in the fall. Here's to another great hangout that will rock the Cradle! Read more [HERE](#).



## CCNC Prepares to Host 2021 U.S. Junior Amateur

The Country Club of North Carolina is busy making final preparations to host the 74th United States Junior Amateur, July 19-24. The Dogwood Course (ranked #3 in the state by the N.C. Golf Panel) will serve as the host site for both stroke play and match play, while the club's Cardinal Course (ranked #16 in the state by the N.C. Golf Panel) will be the stroke play co-host. "The Country Club of North Carolina is honored to host this event and to be among the prestigious clubs to host this wonderful event," said Tom Beddow, club President and CVB Board of Directors Chairman. "CCNC has a great history and tradition of supporting amateur golf and we have the experience, infrastructure, committed staff and group of volunteers who will help make this a

memorable championship." Chances are one, or several, of these juniors will eventually play on the PGA TOUR. The event is free and open to the public.



## Golf Magazine Reveals Top 100 Courses You Can Play

As if you needed additional confirmation that the Pinehurst area is the official Home of American Golf, all five North Carolina courses included in [Golf Magazine's 2021-22 "Top 100 Courses You Can Play"](#) are located in the Sandhills. The rankings include: [Pinehurst No. 2](#) (#2), [Pinehurst No. 4](#) (#26), [Tobacco Road](#) (#35), [Mid Pines Inn & Golf Club](#) (#41) and [Pine Needles Lodge & Golf Club](#) (#44). Pinehurst No. 2 will host the 2024 U.S. Open and will be the USGA anchor site for future U.S. Open championships in 2029, 2035, 2041 and 2047. Last September, the USGA announced it will move its [second headquarters to Pinehurst](#) and construct Golf House Pinehurst, set to be completed by the end of 2023. Pine Needles will

host the 2022 U.S. Women's Open, the fourth time the historic Donald Ross layout will host the prestigious championship. In all, the 38 golf courses located in the Pinehurst area are concentrated within a 15-mile radius of each other, so there are plenty of memories to be made when you visit The Home of American Golf. Read more [HERE](#).



## PGA National High School Invitational Returning To Pinehurst Area in 2021

The 2021 High School Golf National Invitational is heading back to historic Pinehurst Resort. This invitation-only tournament field will be made up of the top high school golfers from across the country competing at a place as timeless as the game itself. Receiving an invitation is quite an honor since only the best high school teams and individuals will receive invites based on their State Championship performance. The Invitational brings together a wide variety of golfers from nearly all 50 states. Public or private. Small or large. All high

school state championship teams, individuals and their families are welcome. The Girls Invitational will be played from June 23-25, while the Boys Invitational follows June 28-30. Watch last year's video [HERE](#).

# SUMMER in the Sandhills



## YOUR CVB AT WORK



**CVB Office**  
65 Community Road  
Village of Pinehurst



**Phil Werz**  
President & CEO



**Beverly Stewart**  
Executive Vice President



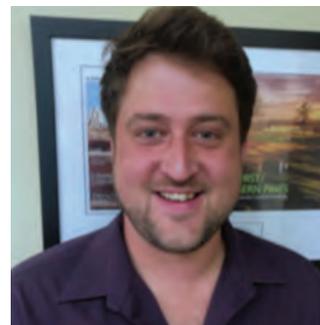
**Karin Toomey**  
Digital Content Director



**Lisa Long**  
Creative Director



**Donna Garner**  
Staff Accountant



**Dan Dreyer**  
Destination Storyteller



**Collin Blank**  
Social Media and  
CVB Relations Manager

## NEW ADDITIONS TO THE CVB FAMILY!

### Collin Blank

Collin Blank joined the CVB team in May 2021, hailing from St. Andrews University in Laurinburg, NC where he was the Assistant Sports Information Director. Collin lives in Vass, NC with his wife Alex and their dog, Piper and cat Belle. Welcome!

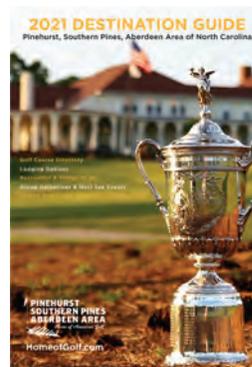


### Otto Dreyer

Little Otto was born to our Destination Storyteller, Dan Dreyer, and his wife Samantha on Feb 12, 2021. Weighing in at almost 9 lbs., he is sure to be as big and tall as his dad! Congrats Dan and Sam!



**Pinehurst, Southern Pines, Aberdeen Area  
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65 Community Road  
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[homeofgolf.com](http://homeofgolf.com)**



### NEW 2021 GUIDE!

Our NEW 2021 Destination Guide is ready for you to order, so you can plan your next trip to the Home of American Golf. Order online at [homeofgolf.com](http://homeofgolf.com) and we will ship it to you for FREE! Who doesn't like free? See you soon in the Sandhills!