CAROLINA'S LAND OF RHYTHM AND ROOTS

FIND YOUR RHYTHM HERE

Cleveland County represents the heart of Carolina culture – vibrant walkable streets, distinctive Southern food and drink, and easy access to extensive networks of rivers and trails against the backdrop of the foothills of the Blue Ridge Mountains. Our rich history includes a pivotal Revolutionary War battle, the roots of bluegrass and country music and agricultural traditions that serve as catalysts for this growing hub for diverse craft food and beverages, live music and art.

FOOD & SPIRITS

UPTOWN

MUSIC & ARTS

THE OUTDOORS

HISTORY

VISIT CLEVELAND COUNTY
LAND OF RHYTHM & ROOTS

CONTACT: EMILY EPLEY, TOURISM DIRECTOR | 704-484-4804 | EMILY.EPLEY@CLEVELANDCOUNTYNC.GOV

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American Royal Association's Barbecue Hall of Fame just inducted Lyttle Bridges Cabaniss, one of the founders of **Red Bridges Barbecue Lodge**. She was a key ingredient in the legacy and success of Red Bridges Barbecue and was recognized for her role in September. After Red died in 1966 that left Lyttle to run the business. She spent most of her days perfecting recipes that have made the restaurant a national standard for pork barbecue. Though both Red and Lyttle have passed, their legacy continues 70+ years later. The third generation of Bridges family still serves up this iconic pit-cooked barbecue slow cooked over hickory all night long. Lyttle is considered by many to be **the first female barbecue entrepreneur in North Carolina. She passed the legacy along to her daughter Debbie who is passing it to her daughter, Natalie and son, Chase making it a rare example of a female-owned barbecue restaurant for three generations.**

INAUGURAL EARL SCRUGGS MUSIC FESTIVAL
JERRY DOUGLAS & THE EARL'S OF LEICESTER

Announcing the Inaugural Earl Scruggs Music Festival, celebrating the life and legacy of American music icon, Earl Scruggs and hosted by GRAMMY winning Jerry Douglas and the Earls of Leicester. The festival, which runs September 2 – 4, 2022, is a partnership between The Earl Scruggs Center, WNCW and Tryon International Equestrian Center, located 30 minutes from Earl's birthplace and The Earl Scruggs Center. Announcements coming soon for the huge lineup of artists most influenced by Scruggs' contributions. Info and tickets at **EarlScruggsMusicFestival.com**

NORTH CAROLINA MUSICIAN MURALS PROJECT

North Carolina Artist, Scott Nurkin, honors NC music legends with larger than life murals in their hometowns. To date, Nurkin has created murals on nine buildings from the mountains to the Piedmont which honor the unequalled and pioneering musicians of North Carolina who have impacted and influenced American music. Both Earl Scruggs and Don Gibson have roots in Shelby, NC and are honored by Nurkin's murals in the town. Shelby is also home to two projects that draw visitors from around the world, The **Earl Scruggs Center: Music & Stories from the American South** and **The Don Gibson Theatre**. Each showcases the rich musical heritage of these two icons and their worldwide impacts on traditional and country music. It is this music heritage that resulted in Shelby's designation as a Hub site of the **Blue Ridge Music Trails of NC.**

AIRSTREAM RALLY: SHINING IN SHELBY MAY 5-8, 2022

Shelby's vibrant Uptown area will again host **Shining In Shelby Airstream Rally**! Uptown business owners understand the importance of creating a destination for travelers and welcomed Airstreamers for the first time in 2021 with open arms. The Airstreamers spend the night before at the beautiful Hanna Park and then parade into Uptown Shelby on the first morning of the event. It's a sight to behold and is met with community members and Airstream fans welcoming them to town with cheers and waves. Airstreamers camp around the square, the majority with their door and awning opening onto the beautiful Courtsquare lawn surrounding what is now the Earl Scruggs Center, a critically acclaimed interactive museum of the region. It's not common to return to the same town but there was an overwhelming response from the Airstreamers to return in 2022.