



**FOR IMMEDIATE RELEASE**

Aug. 27, 2013

**Mayor Buckhorn Will Ring Dinner Bell at Encore as Host of  
World's Largest Food Truck Rally Parade**

- WHAT:** Encore in Downtown Tampa is the staging area to kick off parade to Florida State Fairgrounds for World's Largest Food Truck Rally Ever
- WHO:** Mayor Bob Buckhorn, City of Tampa, will ring the "official dinner bell" at Encore to kick off the World's Largest Food Truck Rally Ever featuring more than 85 food trucks
- WHY:** Encore is the ideal staging area to host the kick-off of the World's Largest Food Truck Rally Ever. With 40+ acres spanning 12 city blocks, Encore is Tampa's newest emerging neighborhood district. There's a powerful connection here not only to music history where legendary musicians including Ella Fitzgerald, Cab Calloway, Ray Charles and others performed, but also to a mouth-watering food heritage. During the hey day of Central Avenue, many famous eateries lined the streets where the food truck rally will take place and most notably, this is the birthplace of "lemon meringue cake pie."
- WHEN:** Saturday August 31, 2013  
8:45 a.m. – 9:15 a.m. (food trucks depart for Fairgrounds at 9:15 a.m.)
- WHERE:** Encore  
1210 East Ray Charles Blvd., Tampa

About the World's Largest Food Truck Rally Ever

In an attempt to break the Guinness world record of 62 food trucks set at Magic City Casino in Miami earlier this year, the World's Largest Food Truck Rally Ever will start at Encore in Downtown Tampa. The Rally will then caravan from Encore to the Florida State Fairgrounds and continue from 11 a.m. - 8 p.m. The event is being planned by Generation Food Truck, Florida State Fair Authority, [Truckspotting.com](http://Truckspotting.com), and local food blog, Carlos Eats. Expect more than 85 food trucks around the country at the festival and 15+ live bands. Media partners include the Tampa Tribune and 98Rock. Prepare your taste buds for this wild food truck ride!

About Encore

Spanning 12 city blocks and 40+ acres just north of downtown where Cass Street meets Nebraska Avenue, Encore is a master-planned, urban mixed-use redevelopment venture between the Banc of America Community Development Corp. and the Tampa Housing Authority. Encore, a \$425 million project will be under construction for the next 5 to 7 years. Once complete, more than 2,500 people will call Encore home. Already, Ella at Encore welcomed the first residents and is 100% occupied. Trio at Encore, open to families, singles, seniors, will feature 141 apartment homes is nearly 50% complete with

Page 2 of 2  
August 27, 2013

**Mayor Buckhorn Will Ring Dinner Bell as Host of  
World's Largest Food Truck Rally Parade**

grand opening in March 2014. Reed at Encore is under construction and will be home to active, senior residents in 158 one and two-bedroom apartment homes. The fourth rental building, Tempo at Encore, a 203-unit mixed-income multifamily apartment building, is under design and on schedule for a construction start in January 2014.

**Web:** [www.encoretampa.com](http://www.encoretampa.com)

**Twitter:** @Encoretampa

**Facebook:** [www.facebook.com/EncoreTampa](http://www.facebook.com/EncoreTampa)

**MEDIA INQUIRIES:**

Margie Martin

813.220.0526

[mmartin@walkerbrands.com](mailto:mmartin@walkerbrands.com)

**WORLD'S LARGEST FOOD TRUCK RALLY INQUIRIES:**

Michael Lynch

813.312.8010

[Michael.c.lynch@gmail.com](mailto:Michael.c.lynch@gmail.com)

###