

NEWS RELEASE

FOR IMMEDIATE RELEASE

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Re: Chamber VS Chamber in a Texas Tech Beef and Virginia Ham Challenge

LUBBOCK, TEXAS – Lubbock Chamber of Commerce President and CEO Eddie McBride announced today a challenge with Elizabeth Cromwell, President and CEO of the Charlottesville Regional Chamber of Commerce in Virginia.

Upon the Texas Tech Red Raiders winning the NCAA Championship tonight, McBride challenges Cromwell to send to Lubbock a Virginia Ham. In the unlikely event of a Cavalier victory, McBride will counter by sending the Charlottesville Regional Chamber a tasty sampling of Texas Tech Beef from Raider Red Meats.

“I look forward to sampling some tasty ham, after we beat Virginia to bring home the NCAA Championship,” said McBride.

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The Lubbock Chamber of Commerce represents almost 2,000 businesses and over 79,000 employees on the South Plains which accounts for over \$2 billion in annual household earnings in Lubbock and West Texas. Since 1913 the Chamber, as a catalyst for business growth; a convener of leaders and influencers; and a champion for a stronger community, has served as a unified voice of business by actively advocating for a pro-jobs, pro-growth, pro-business climate.