



FOR IMMEDIATE RELEASE

Contact: Angela Vallera
RMD Advertising
614.794.2008
Vallera@RMDadvertising.com

Biltmore Village Hosts Friend of the Year Contest

Asheville Community to Celebrate National Inspirational Role Model Month

Asheville, NC (November 14, 2008) – In celebration of National Inspirational Role Model Month, Biltmore Village retailers at 10 Brook Street, located within the [Historic Biltmore Village District](#), are launching a Friend of the Year contest. Through the end of November, members of the community are encouraged to submit names of friends and family who have exhibited excellent character and goodwill.

The Friend of the Year contest encourages people to visit www.ShopBiltmoreVillage.com and nominate a loved one who has demonstrated exceptional friendship and integrity. Participants will be asked to submit a 50-100 word description of their nominee. One grand prize winner will be chosen as Biltmore Village's Friend of Year and receive a prize package from Biltmore Village retailers at 10 Brook Street.

Biltmore Village's Friend of the Year campaign will allow members of the community to celebrate the inspiring and special people in their lives with a day of pampering and shopping. It is Biltmore Village's hope that friends and family will show their appreciation by recognizing their loved ones with the contest.

"We love hearing stories about our customers and members of the community, who spread goodwill and cheer in Asheville," said Bob Spratt, President of Hill Partners, Inc. "This is an excellent opportunity to honor friends and family members during the holidays."

Biltmore Village, nestled in the Blue Ridge Mountains of Asheville, N.C., is a multi-phase mixed-use development offering a collection of national, regional and local specialty merchants. Phase I of the Biltmore Village development opened in May 2008 and offers a dynamic retail community including Williams-Sonoma, J.Crew, Chico's, Coldwater Creek, Pi Salon.Spa and Talbots, Talbots Petites and Talbots Woman. Phase II of Biltmore Village will include an additional 31,000 square feet of street retail space, and is expected to open in late 2009. The developer, Hill Partners, Inc., based in Charlotte, N.C., is responsible for merchandising, retail leasing and management of the community.

For more information on this release or to schedule an interview, please contact or Angela Vallera at RMD Advertising at 614.794.2008.

www.ShopBiltmoreVillage.com