



## **World-Class Billiard Center to be Built in North Carolina at Carolina Crossroads**

*Billiard Sensation Jeanette Lee plans to open Black Widow Billiards in January 2008.*

Roanoke Rapids, NC (PRWeb) March 18, 2007 -- MDII, L.L.C. has today announced its plans to partner with pro billiards star "The Black Widow" Jeanette Lee to build the first Black Widow Billiards at Carolina Crossroads this year off Interstate 95 (Exit 171) in Roanoke Rapids. Carolina Crossroads is the first of several planned Black Widow Billiards locations. Other potential sites include Lee's hometown of Indianapolis, Dallas and discussions are under way for more locations across the country.

"The site is perfect, the location is perfect, and Carolina Crossroads and I have the same vision," said the Black Widow. "We're looking for a place where people can have fun, connect with one another in a fun environment, and walk away having learned more about pool."

Lee started playing pool at age 18, turned pro at 21, and was number one in the world by age 23. Lee is certainly a fan favorite and arguably the WPBA's (Women's Professional Billiard Association) most recognizable player.

"The Black Widow persona has always signified an image of class, quality, and credibility," said Tom George, Octagon's Senior Marketing Officer. "Billiard players around the country will immediately know the type of facility they can expect when entering a Black Widow Billiards location."

The two-story, 31,000 square ft. facility will house 20 pool tables, a full-service pro-shop, restaurant, VIP rooms, and conference center. In addition to pool, the center will also include a 500-seat entertainment center that will provide a venue for the Comedy Club circuit and other events.

"My aim is to also have women of the WPBA at Black Widow Billiards weekly to give lessons and to allow the opportunity for patrons to interact and sharpen their own game," said Tony Davis, General Manager. "We also envision the conference center as a place for sports fans to watch major televised sporting events on one of the East Coast's largest screens."

The \$5 million facility, which is scheduled to open in 2008, will also be equipped for televised tournaments, similar to the Carolina Women's Billiard Classic held recently in Rocky Mount, NC, and other charity and corporate events.

About Carolina Crossroads: Carolina Crossroads is located off Interstate 95 in Roanoke Rapids, NC (Exit 171). The entertainment, tourism, and retail destination located between Richmond, VA, and Raleigh, NC, will offer live performance theatres, shops, hotels, convention and conference facilities, recreation and amusements, and numerous dining options. The Randy Parton Theatre, which opens in 2007, will anchor the Carolina Crossroads Music Theatre and Entertainment District and will feature country, pop, beach, and gospel music acts. For more information, visit [www.carolinacrossroads.com](http://www.carolinacrossroads.com).

Octagon is the world's largest sports and entertainment representation and marketing agency with global



expertise in consulting, athletes & personalities, event management, property representation, marketing solutions, licensing and merchandising and talent procurement. As part of The Interpublic Group (NYSE:IPG), one of the world's leading organizations of advertising agencies and marketing services, Octagon employs more than 1,000 people in 60 offices around the world. For further information please visit: [www.octagon.com](http://www.octagon.com).

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