



**For immediate release**

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## **Lee Roy Selmon's Economic Stimulus Plan** *Restaurateur banks on food, fun, affordability and college basketball*

(Tampa) Lee Roy Selmon has a plan for economic recovery – eat hearty and economically. That's right, the University of Oklahoma All-American, Tampa Bay defensive football legend and owner of Lee Roy Selmon's restaurants has taken the offense in the restaurant industry by giving his customers something positive to focus on during the downturn in the local and national economy.

At his popular family-friendly restaurants Selmon is banking on generous portions of his soul-satisfying recipes, lower prices and the addition of newer enhanced technology throughout the restaurants so that loyal customers can enjoy this month's collegiate basketball national tournament games.

“Growing up on a farm in rural Oklahoma the youngest of nine children, I know something about temporary economic hard times,” said Selmon. “My parents and we kids all worked the land, showed up at the table every night and were grateful for the nourishing meals my mother cooked with locally grown ingredients. We had faith, we had each other and we had good times at our meals. My fond memories are so clear and so strong of those days, that I've brought my family's recipes into my restaurant to share. I know that good-tasting food nourishes the body and comforts the soul and gives us all both joy and hope. We have lowered the prices at Lee Roy Selmon's to show our commitment to our customers and the loyalty we have to our community. Like a team, we are all in this together.”

Selmon is committed to keeping the portions at Lee Roy Selmon's restaurant generous and the ambience one of high spirits. And, he's lowered prices. The average lunch price is now \$ 6.49. The average dinner entrée is now \$9.99. Selmon's “Hall of Fame” entrepreneurial partners Chris Sullivan and Bob Basham, share this commitment to affordability and quality.

In addition to the Selmon strategy for promoting economic recovery at mealtime, the athlete and avid sports fan is investing in state-of-the-art screens throughout the restaurant and bar areas. Customers will enjoy a mouth-watering meal while staying current with their favorite college basketball teams during this important month leading up to the final contest that will determine the national college championship.

“Imagine families and friends settling in to enjoy my mama’s meatloaf, cheese and bacon grits, fried green tomatoes, corn pudding, Hall of Fame ribs, twisted chicken or bread pudding while cheering on their favorite teams and just talking over the day’s events with one another,” said Selmon. “My aim has always been to create a casual place where people come together to enjoy soul-satisfying food and one another. Now with lower prices, our famous recipes and advanced technology for sports fans, I know we have a winning combination for saying to heck with economic bad news and yes to celebrating the simple pleasures of American life.”

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