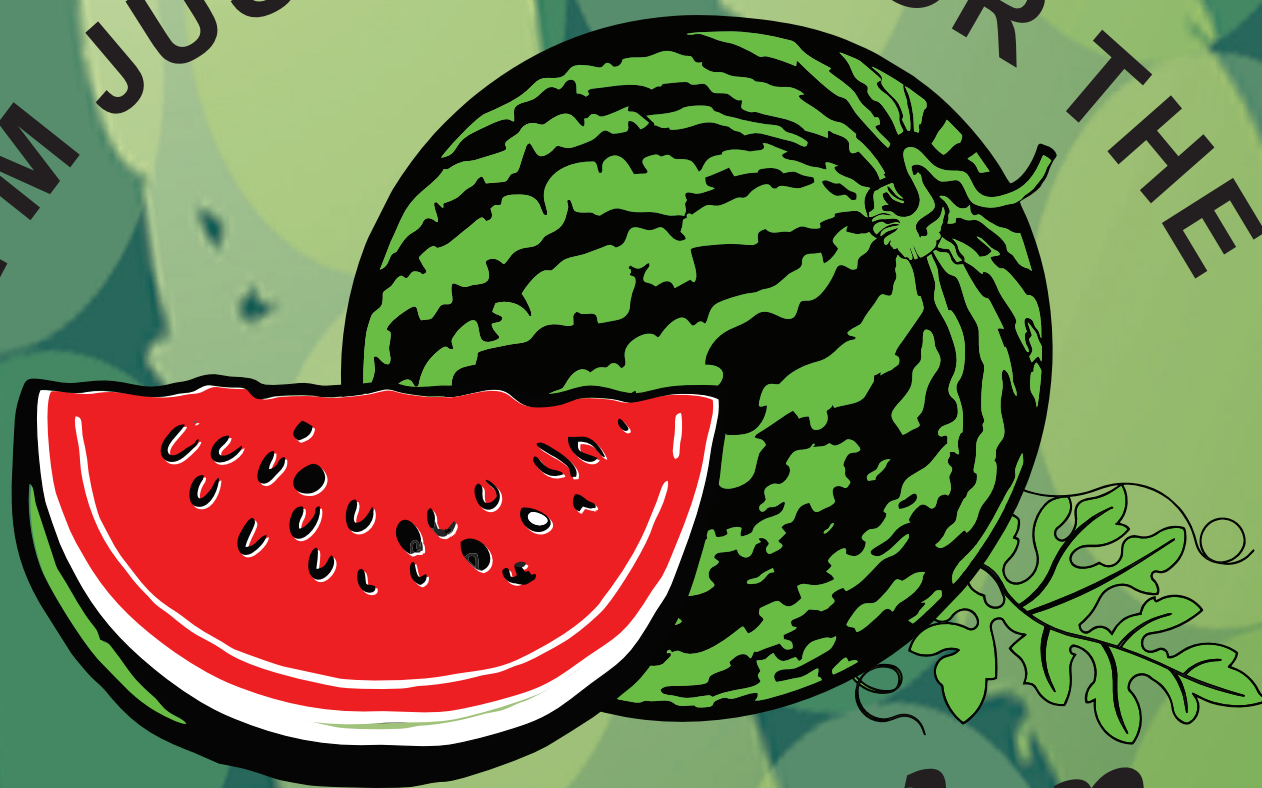


2023 Fair Bluff, N.C.

Watermelon Festival

Saturday, July 29

I'M JUST HERE FOR THE



Watermelon

The News Reporter



Be sure to join us at 10:30 a.m. for the watermelon eating contest and exercise your bragging rights for the whole year. (Adult and youth divisions)

Welcome to Fair Bluff's 2023 Watermelon Festival



**Mayor
Billy Hammond**

A Message from the Mayor ...

On behalf of our town government and citizens, we welcome tourists and guests to our fine town and community!

It is my sincere hope that you will enjoy the many attractions we have in Fair Bluff. The picturesque setting of the Lumber River, especially viewed from a stroll along the boardwalk, will make photo memories to last a lifetime. The local Depot-Museum has over a hundred years of town history on display, including civil war memorabilia. Columbus County's oldest building is located near the American Legion,

just west of town. It is known as the "Trading Post."

You're invited to browse our streets, visit our merchants and get to know some of North Carolina's finest people. We love tourists and hope your visit is a rewarding and wonderful experience.

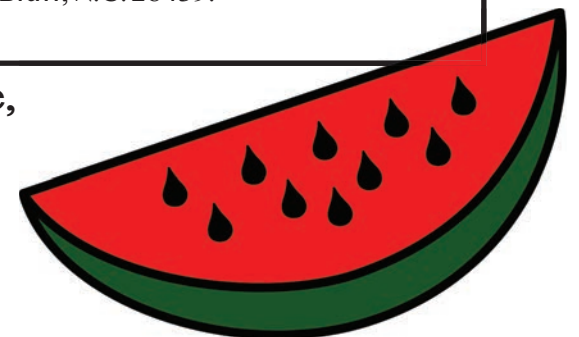
In the event you encounter a problem while in our town, I welcome your comments. You may call me at 910-649-7423 or write me at P.O. Box 157, Fair Bluff, N.C. 28439.

**Downtown Historic Fair Bluff welcomes everyone to come,
bring the family and have fun during this year's
Watermelon Festival.**

TOWN OF FAIR BLUFF

Billy Hammond - Mayor

Council Members: Randy Britt, Grayson Jarvis, Clarice Faison, Ralph McCoy and Kathy Ashley - Town Clerk - Peggy Moore





WE ARE EXCITED
TO HAVE NC YAM
FESTIVAL QUEEN

Alyssa Strickland

SINGING AT THE
FESTIVAL THIS YEAR

2023
Fair Bluff, NC
WATERMELON
FESTIVAL

Yam Festival Queen Alyssa Strickland will be the entertainment at 9:30 a.m. Saturday at the N.C. Watermelon Festival.



WE ARE EXCITED
TO HAVE NC
WATERMELON
QUEEN

Gracy Peterson

ATTENDING THE
FESTIVAL THIS YEAR

2023
Fair Bluff, NC
WATERMELON
FESTIVAL

N.C. Watermelon Queen Gracy Peterson will be attending the watermelon festival.

Enjoy the 2023 Watermelon Festival!



*Worthington
Funeral Home, Inc.*



Three Generations
serving
Columbus County since 1948



405 Strawberry Blvd.
Chadbourn, NC
(910) 654-3518

Traditional Services • Graveside Services
Memorial Services
Cremation • Out-of-Town Arrangements

www.worthingtonfuneralhome.com

**FRANK HORNE
CONSTRUCTION, INC.**



Serving This Area Over 50 Years

- Water & Sewer Lines • Land Clearing
- Dozer Work • Paving • Fill Dirt

FREE ESTIMATES

General Contractor • Licensed & Bonded

649-7803

CAUSEY ROAD - FAIR BLUFF



The Watermelon Festival Parade is set to begin at 12:30 p.m. Saturday with lineup beginning at 11:30 a.m. on Causey Road. Entries are free of charge. (Contact Fair Bluff Fire Department for additional information.)

"HAVE A GREAT FESTIVAL!"

From All Your Friends at Enroh LP Gas



*Congratulations to Everyone Who Works
on the Watermelon Festival!*

**READY TO SERVE YOU WITH
ALL YOUR LP GAS PRODUCTS**

Enroh LP Gas Co., Inc.

"Your Local Family Owned Gas Co."

FOR FAST SERVICE, CALL 654-5806

638 Brown Street, Chadbourn



Congratulations!

**Watermelon Growers
Association, Inc.**

For Another Great...

**Watermelon
Festival**



Johnny's Drive In, Inc.

- (910) 649-7220 -

899 Main Street, Fair Bluff, NC





Sawyer Strickland cuts slices of watermelon for festivalgoers to enjoy.



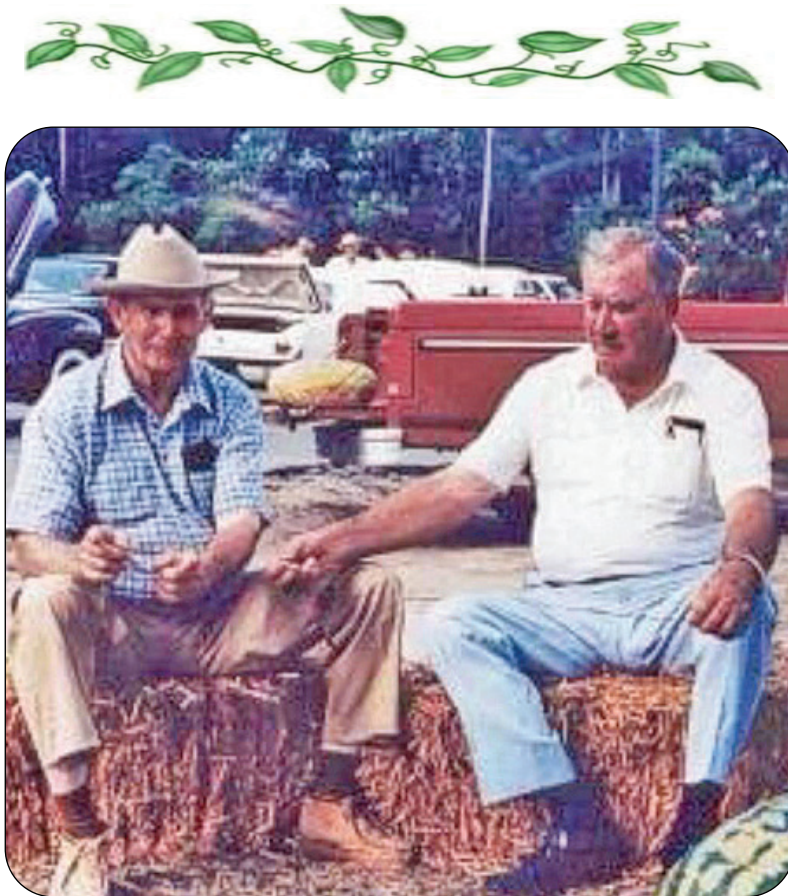
Town Council Member Clarice Faison joins in the festival fun with her watermelon attire.



Lunch will be down by the river by way of food trucks for the 2023 Fair Bluff Watermelon Festival. They will be serving from 9 a.m.-3 p.m. on Saturday on Riverside Drive in Fair Bluff.



Spectators line up to enjoy the Fair Bluff Watermelon parade.



Festival founders A.J. Worley, left, and Monroe Enzor Sr.



The tradition continues with Adam Worley and Sawyer Enzor Strickland chairing the Fair Bluff Watermelon Contests. They are grandsons of the founders.



Like their grandfathers, these two young men are lifelong friends. Their agricultural roots run deep, and they have participated in the Watermelon Festival since birth, as this vintage photo shows. They both share a love of growing watermelons and duck hunting. It seems only natural that the two of them would take over the leadership of the watermelon contests.

RUSTIC FARM WEDDING VENUE

Located on the edge of the beautiful historic Fair Bluff, Horne Bay Farm has a rustic natural beauty and an easy elegance. Southern charm and Personality abound at the majestic barn, the open air pavilion overlooks ponds and horse pastures. Contrasting elements make this the perfect setting for any wedding or event.



- ♦ Romantic Country ♦ Rustic Charm
 - ♦ Equestrian Elegance ♦ Country Western
- Horne Bay Farm can provide you with the props to carry out your wedding theme.

Horne Bay Farm



Kathy H. Ashley 910-840-4091

Hornebayfarm.com



Staff file photo by Justin Smith

Jeff Prince rounds up competitors at the conclusion of the Fair Bluff Rotary Duck Race in the Lumber River.



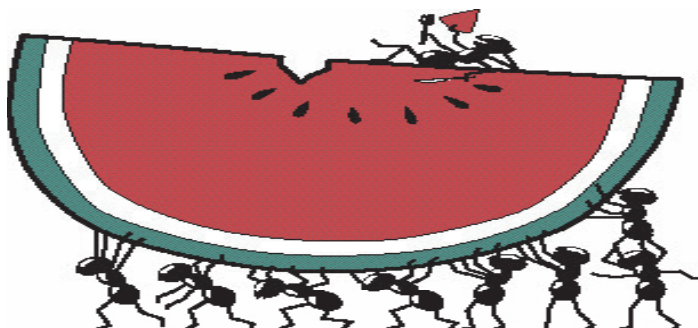
17th Annual Rotary Club Duck Race Saturday, July 29

This year, the 17th Annual Fair Bluff Rotary Duck Race will be held on Saturday, July 29, at 2:30 p.m. The race is the signature fundraiser for the Rotary Club of Fair Bluff. The race will be held as part of the annual Fair Bluff Watermelon Festival.

The race can be viewed from the riv-

erwalk of the Lumber River, adjacent to Riverside Drive in the Town of Fair Bluff. For those unable to attend the race in person, the race will be broadcast live online and can be viewed at facebook.com/fairbluffwatermelonfestival.

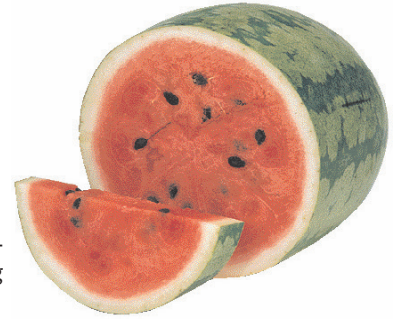
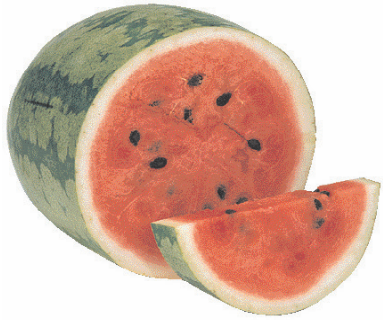
To purchase tickets, visit www.fair-bluffrotary.org.



Festival T-shirts can be purchased at the Fair Bluff Visitor Center, Fowler Jewelry in Whiteville, 2 Broke Teachers in Tabor City and United Bank in Chadbourne. (\$15 youth and adult sizes)



Schedule of Events for the 2023 N.C. Watermelon Festival on Riverside Drive, Fair Bluff Saturday, July 29



7-8:30 a.m. Vendor set-up
(Sponsored by the Fair Bluff Chamber of Commerce)

7:30-9:30 a.m. Quality and Size watermelon registration
(Sponsored by the Fair Bluff Watermelon Growers Association)

8:55 a.m. National Anthem
by Bobbie Jean Nance - Fair Bluff Majestic Empress (Sponsored by the Fair Bluff Chamber of Commerce)

9 a.m. The Baby-Jr. Miss

Pageant will be held at the Fair Bluff Baptist Church. (\$5)

9:05 a.m. Watermelon Festival Hat Contest
(Show off your creativity and decorate your hat.)

9:15 a.m. Bathing Beauties and Little Gents Contest
(All ages arrive by 9 a.m.)

9:30 a.m. Entertainment by Alyssa Grace Strickland - Yam Festival Queen

9:40 a.m. Legs Contest
(Males only)

10 a.m. Big watermelon weigh-in and awards presentation

10:30 a.m. Watermelon eat-

ing contest, youth and adult.

11 a.m. Quality contest awards presentation, youth and adult
(Sponsored by the Fair Bluff Watermelon Growers Association)

11:30 a.m. Junior Farmer and Farmerette Competition
(Arrive by 11:15 a.m.)

Noon Lunch down by the River: Food trucks (Sponsored by the Fair Bluff Chamber of Commerce)

12:30 p.m. Fair Bluff Watermelon Festival Parade - No entry fee. Line up at 11:30 a.m. on Causey Road. (Sponsored by the Fair Bluff Fire Department).

1:45 p.m. Sassy Queen Contest (Arrive by 1:30 p.m. looking beautiful and sassy.)

2 p.m. Younger Farmer and Farmerette Competition (Arrive by 1:45 p.m.)

2:15 p.m. Entertainment by N.C. Festival Royalty
(Sponsored by the Fair Bluff Chamber of Commerce)

2:30 p.m. Fair Bluff Rotary Duck Race

3:15 p.m. Recognition of Visiting Queens
(Sponsored by the Fair Bluff Chamber of Commerce)

6 p.m. Princess, Teen Miss and Queen Pageant

At the Christian Life Center at Fair Bluff Baptist Church - 1205 Main St., Fair Bluff (\$5 Admission)

A street dance will follow the pageant in the church parking lot (\$5 admission). Refreshments will be available for purchase.

(Sponsored by the Fair Bluff Chamber of Commerce)

fairbluffwatermelonfestival.org

Facebook @ Fair Bluff watermelon festival.

A street dance will follow the pageant in the church parking lot.





**Open 8:30 am to 6:30 pm
7 days a week**

**607 North J.K. Powell Blvd.
Whiteville, North Carolina
910-640-1288**

www.robinsonproducefarms.com



*Have a great time at the
Watermelon Festival!*



Fair Bluff Watermelon Festival

2023 Youth and Adult Quality/ Sweetness Contest Rules

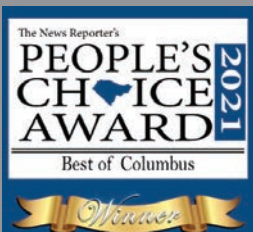
1. Watermelons will be accepted from the counties of Columbus, Bladen, Brunswick, and Robeson in North Carolina. Entries may also be from Horry, Marion or Dillon counties in South Carolina.
 2. Growers must bring two watermelons of the same variety to enter in the contest. The judges will have the ultimate choice as to which watermelon they will cut to be judged.
 3. Only one entry per person is allowed in the quality/sweetness contest. There will be no more than a total of two entries (four melons total) per family/farm in the youth and/or adult division. (The entry may be in more than one person's name such as a husband and wife or multiple children.)
 4. Each grower must bring two (2) watermelons to Riverside Drive behind Main Street on July 29 between 7:30–9 a.m. When watermelons are checked in, each grower will be assigned a number, which will be placed on the grower's watermelons prior to the beginning of judging.
 5. The overall winner, with the highest score, of the quality contest will claim the title of the "Best Tasting Watermelon of the Fair Bluff Watermelon Contest."
 6. The first place Quality Winners in both the youth and adult divisions will be asked to ride in the Fair Bluff Watermelon Parade. The parade will begin at 12:30 p.m. and the first place winner must report to parade line-up by noon. (Vehicle and signs will be provided for the winner to ride in the parade.)
- If additional information is needed for the quality contest, please contact either co-chairman of the Fair Bluff Watermelon contests: Sawyer Enzor Strickland at 919-576-4159 or Adam Worley at 910-207-8538.
- <https://fairbluffwatermelonfestival.org>

SPD&A

S. Preston Douglas & Associates, LLP



Matthew S. McLean, CPA



ELIZABETHTOWN

1103 W. Broad Street
910-862-3768
Phil W. Byrd, CPA

LUMBERTON

907 N. Walnut Street
910-739-7523
John L. Grissom, Jr., CPA



WHITEVILLE

122 Memory Plaza
910-642-6692
Matthew S. McLean, CPA

Member:
American Institute of CPA's
NC Association of CPA's

www.spdouglas.com

Certified Public Accountants Serving Southeastern North Carolina Since 1941



Robert Worley with his first place 193 lb. melon is always ready to promote the Watermelon Festival.



Fair Bluff Watermelon Festival

2023 Rules and Guidelines for the Largest/Size Contest

1. Watermelons will be accepted from the counties of Columbus, Bladen, Brunswick, and Robeson in North Carolina. Entries may also be from Horry, Marion or Dillon counties in South Carolina.
2. Only one entry per person is allowed in the largest/size contest.
3. Each grower must bring their entry to Riverside Drive behind Main Street on July 29 between 7:30 – 9 a.m. When watermelons are checked in, each grower will be assigned a number, which will be placed on the grower's watermelon prior to the official weighing.
4. The first place winner will be asked to ride in the Fair Bluff Watermelon Parade. The parade will begin at 12:30 p.m., and the first place winner with their melon must report to parade line-up by noon. (Vehicle and signs will be provided for the winner to ride in the parade.)

If additional information is needed for the largest/size contest, please contact either co-chairman of the Fair Bluff Watermelon contests: Sawyer Enzor Strickland at 919-576-4159 or Adam Worley at 910-207-8538. <https://fairbluffwatermelonfestival.org>.



How big will the mega melons be in 2023?





*Enjoy this year's
Watermelon Festival*



Choose the Straight Approach to Better Health!

**Complimentary Spinal Consultation
Most Insurance Accepted**



**COLUMBUS
FAMILY
HIPOCRATIC
CENTER**

• DR. WILLIAM E. PREASE •

5754 Chadbourn Hwy. (1 mile west of SCC)

Call Today! 654-3581



CERRO GORDO

Body Shop

Est. 2009

CERRO GORDO, NC

910-654-5256

910-641-1828

24 Hour Towing





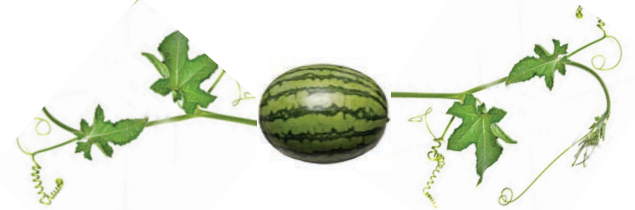

Join us at 10:30 a.m. and see how fast you can eat this celebrated summertime fruit. Pictured are the adult winner and older youth winner from Southport.



Tyler Worley was the 2022 younger youth watermelon eating contest winner and won first place in the youth quality contest.



Sawyer Strickland took top honors as 2022 first place adult quality winner. Also pictured are a RiverStreet Networks representative and Adam Worley, contest co-chair.



**Your Home.
Your Car.
Your Life.
Your Health.**



We've got you covered!



Phil Addison
Agency Manager
910-642-8206



Glenn Ray
LUTCF, Agent
910-642-8206



Teddy Tedder
Agent
910-642-8206



Wesley Varnadore
Agent
910-642-8206



Ben Worthington
Agent
910-642-8206

113 West Smith St., Whiteville / Addison Agency

910-642-8206



Don't let
anyone
take
what's
yours.

Your Prescription
Your Responsibility

BE AWARE. DON'T SHARE.
LOCK YOUR meds

lockyourmeds.org/nc

NATIONAL
FAMILY
PARTNERSHIP

NC DEPARTMENT OF
HEALTH AND
HUMAN SERVICES
Division of Mental Health,
Developmental Disabilities
and Substance Abuse Services

Supported by the N.C. Department of Health and Human Services, Division of Mental Health, Developmental Disabilities and Substance Abuse Services, with funding from the Substance Abuse and Mental Health Services Administration, Opioid STR/Cures (Grant #1H79T080257) and SPB-RX (Grant #1U79SP022087).



Melon Belle Ambassador Aria Bowen will be welcoming guests with the Fair Bluff Queens during the 2023 Watermelon Festival.



Getting ready to weigh a watermelon for the largest/size contest.

**DON'T BUY
CROP INSURANCE
UNTIL YOU CALL
910-642-8493**



**D.D. Cox
Agency, Inc.**

All Risk Crop Insurance Sales and Service Since 1957

**"We are proud to serve the
American farmer!"**

Phil Gore, Sales Manager
Cheryl McRae, Representative
Charlie Gore, Representative
Pam Stanley, Office Representative

16 White's Crossing Plaza, Whiteville
An Equal Opportunity Provider



"While You're In Town, Come By and See Us!"

**Fair Bluff
Auto**



Jeff Prince (910)734-2044 • Randy Coleman (910)207-2370

Open Monday-Saturday By Appointment

1080 Main Street, Fair Bluff

www.fairbluffauto.com



Enjoy Your Stay In Town And Most of All "Have Fun!"
Congratulations To All The Farmers Who Grow Our Most
"POPULAR FRUIT!"

FAIR BLUFF AUTO

Open Monday-Saturday By Appointment • 1080 Main St, Fair Bluff
Call: (910) 734-2044 or (910) 207-2370 • www.fairbluffauto.com





Spectators react during the watermelon eating contest.

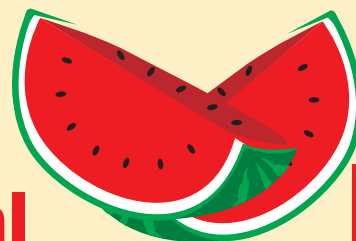


Chamber President, Kathy Ashley and Majestic Queen Brittany Moore take on many responsibilities during the Fair Bluff Watermelon Festival.



**Visit Us During The
Watermelon Festival**

Let us put your family in
a new home during our
**SUPER
SAVINGS DEAL!**
Land/Home
Packages Available



Call Us Today for more Information!

**We Have Years Of Professional
Experience and Service**

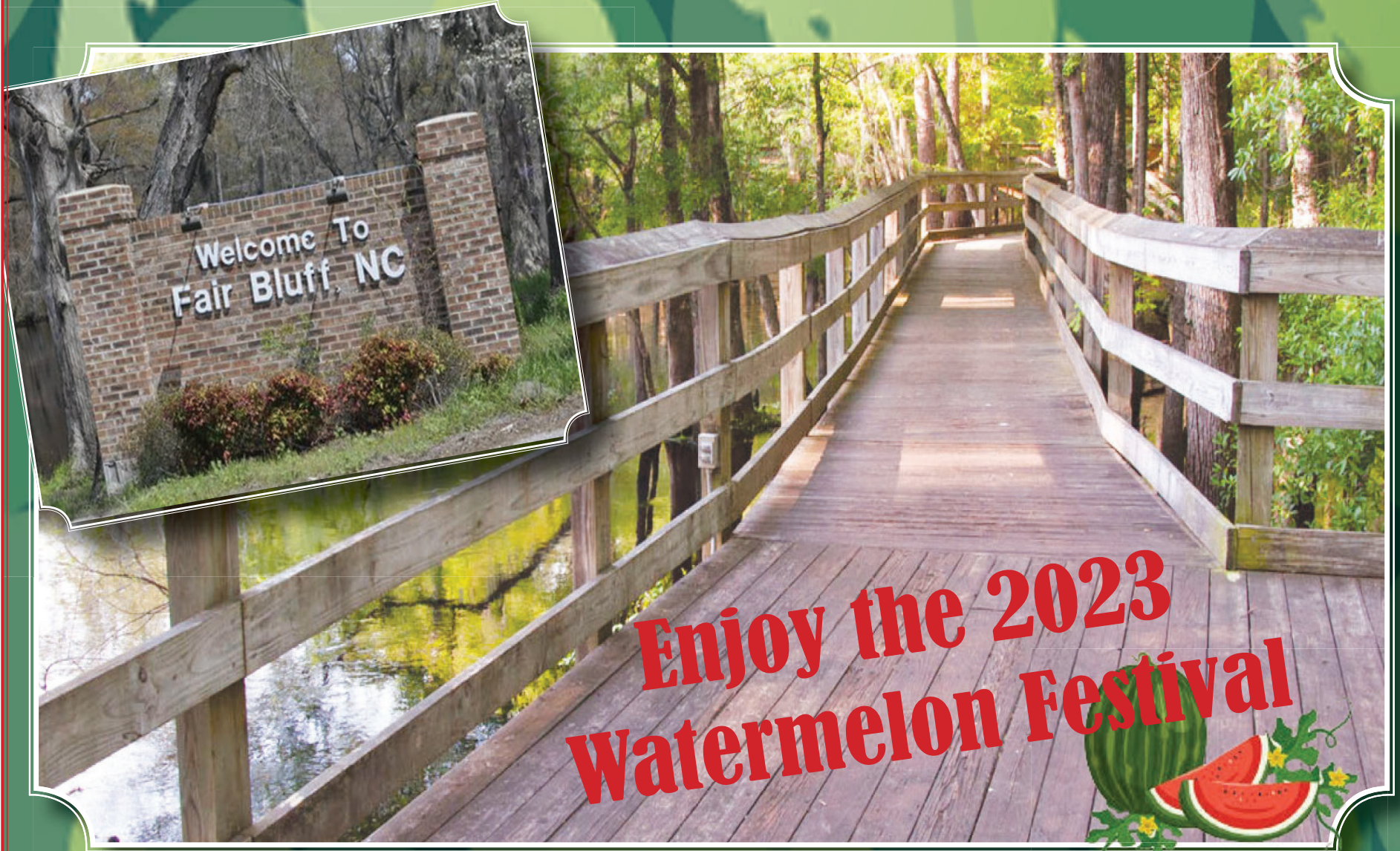
WE CAN MAKE IT HAPPEN FOR YOU!

LAND & HOME PACKAGES AVAILABLE

OAKWOOD HOMES

Hwy. 410 South, Chadbourn • Open Mon-Fri 8-7, Sat 9-6, Closed Sunday • 910-654-4128

Lumber River Riverwalk



LUMBER RIVER VISITORS CENTER NOW OPEN
1055 MAIN STREET - FAIR BLUFF, NC

PAID FOR BY LUMBER RIVER VISITORS CENTER