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**N.C. SweetPotato Commission launches promotion**

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July 29, 2022

The [North Carolina SweetPotato Commission](#) recently launched the Blazin' Blackstone Giveaway Contest, a summer recipe promotion highlighting delicious new ways to enjoy sweetpotatoes.

The event aims to promote the versatility and flavor of sweetpotatoes during the summer months highlighting the many ways to enjoy sweetpotatoes as curated by user-generated content through a consumer recipe contest. Consumers will share their recipes and encourage their friends and family to like their content with hopes of winning one of more than a dozen Blackstone premium outdoor cooking prizes.

“Sweetpotatoes are often thought of as a fall or holiday food, but we’re here to say there are so many delightful recipes and uses that make sweetpotatoes a year-round favorite, especially when paired with outdoor cooking,” said Michelle Grainger, executive director of the North Carolina Sweetpotato Commission. “This promotion really lets both consumers and sweetpotatoes be the star and highlights the many creative dishes that make sweetpotatoes a meal favorite.”

Consumers are currently able to submit their original recipes and photos containing sweetpotatoes for a chance to win one of 10 second prizes, including Blackstone Warming Racks, one of three first prizes — Blackstone 17-inch Portable Griddle/Air Fryer Combo and Ultimate Adventure Ready Kit, or one grand prize — a Blackstone 28-inch XL Culinary Pro Rangetop and 30 Piece Accessory Kit with total prize values exceeding \$3,500. The contest runs through Sept. 30, and there is no limit to the number of entries per person.

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