



## PRESS RELEASE

Sterling Events / P.O. Box 1740 / Clemmons, NC 27012 / [sterlingevents.com](http://sterlingevents.com)

### **FOR IMMEDIATE RELEASE**

#### **STERLING EVENTS DEBUTS NAME, LOGO & WEBSITE FOR NEW EVENTS CENTER**



**Clemmons, NC (January 18<sup>th</sup>, 2010) –**

Sterling Events, based in Clemmons, NC, announced today the name of their planned 17,000 square foot events center will be *WinMock at Kinderton*. The name was selected to honor

the property's rich history and to stay true to the barn's original namesake.

The historic property, a gorgeous white dairy barn with a striking rounded, red roof overlooking the Yadkin River, will be transformed into an upscale venue for weddings, corporate meetings, and social events and is set for completion in the first half of 2011.

The property, 9 miles west of Winston-Salem and 9 miles east of Mocksville, has been known as *Win-Mock Farms* since the late 1920's. Sterling Events gave the name a fresh look with a new logo that now incorporates *Kinderton* as its location. The barn is located inside *Kinderton*, a high-end retail and commercial center located on the eastern edge of Davie County in the town of Bermuda Run, NC.

To keep the events industry and the local community up to date on their progress, Sterling has also launched a website for *WinMock at Kinderton* at [www.winmock.com](http://www.winmock.com). The website features history, current pictures of exterior and interior spaces, a preliminary architecture plan for the events center and a blog that will track the renovation progress as it unfolds. Website visitors are encouraged to check back regularly for updates and events.

*WinMock at Kinderton* survives from the estate built in the late 1920's by S. Clay Williams, a former president of RJ Reynolds Tobacco Co. During its prime, *Win-Mock Farms*, as it was known, was one of the largest dairies in North Carolina with one of the biggest and best herds of Red Poll cattle in the country.

The dairy barn and surrounding buildings have recently been nominated for The National Register of Historic Places under criteria set by the NC Historic Preservation Office and the US Park Service.



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**Page 2 – Sterling Events Debuts Name, Logo and Website of New Events Center**

### **About Sterling Events**

For 25 years, Sterling Events, headquartered near Winston-Salem, N.C., has provided travel, meeting planning, event production, and destination management services for corporate clients nationwide. Along with offices in Charlotte, N.C. and Raleigh, N.C., the Sterling Group includes two allied companies, Sterling Audio Visual and Sterling Network Solutions, both developed to meet clients' full service meeting and event needs. Learn more at [www.sterlingevents.com](http://www.sterlingevents.com)

For More Information about *WinMock at Kinderton*:

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### **About Kinderton**

*Kinderton* is located on the eastern edge of Davie County near the Yadkin River and Interstate-40. It is a unique planned community strategically located in the town of Bermuda Run, NC between I-40 and US 158 at the NC Hwy. 801 interchange. *Kinderton* is made up of three components: Kinderton Village, a residential development consisting of single and multi-family homes; Kinderton Place, a retail center; and Kinderton Commercial Core, a mixed use/ lifestyle center designed for retail, office, professional practices and residential use.

For More Information about *Kinderton*:

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