

BARBECUE a TEXAS LOVE STORY

Texas Town Rallies to Revive BBQ Legend Small Town America Still Exists

7800 portland trail
austin, tx 78729
512.921.3474

media contacts

chris elley
PRODUCER/DIRECTOR
chris@bbqfilm.com

susan stanford
PR DIRECTOR
susan@bbqfilm.com



DENTON, TEXAS – A Texas town is rallying to reinstate a 57-year-old man who lost his barbecue business in a fire on Easter Sunday, 2003. Steve Logan, the man known as a barbecue institution in Denton, watched helplessly as his daily feast of “fall-off-the-bone” barbecue was reduced to famine in a deluge of flames. With no insurance on the business or building, Logan has been a fish out of water for the last 17 months. His daily routine absent, he fights back tears and wrestles with health problems that have sent him to surgery twice. Now, he is poised to reclaim his fame.

On November 6, the small community of Denton, north of Dallas, will gather at the local fairgrounds with a singular goal, to return Steve Logan to his BBQ destiny. In a community-wide fundraiser, customers, friends and well-wishers will proudly watch Logan on the big screen in the Denton premiere of “Barbecue: A Texas Love Story,” an award-winning film that featured Logan in its most dramatic segment. In the film, the BBQ legend talks about his future, while standing in the abandoned lot of his former business, “I’m not going to be President of the United States,” Logan states with solid assurance, “but I can be President of this.”

Logan is the kind of person people struggle to describe. Some have called this man of animated gestures and emotional speech nothing less than “intriguing,” while others have said he’s one of those rare people who will make you laugh and make you cry, all in the same sitting, and you’re not even sure which he is trying to do.

Logan’s exterior is usually complete with old, worn jeans and a simple tee shirt that complements the most expressive face you’ll ever engage. The whites of his eyes reside in deep contrast to his dark, storied skin, dotted with salt-and-pepper facial hair, all of which have absorbed decades of flavorful BBQ smoke and colorful interactions with customers. Perched above it all is his trademark... a dusted, white Western hat.

You don’t have to do any more than look to know he’s one of the good guys, but have a conversation with him and you’ll quickly learn that it’s really his *heart* that Steve Logan wears on the outside. You never know *what* Logan will say, but you know he’ll say it with absolute conviction, whether he’s recounting days passed, thanking the Lord for your visit with him, or even chastising you for something you couldn’t have expected. This is the quintessence of legend.

In late 2003, an Austin-based film crew heard Logan's story and arranged to meet him at the corner of Hickory Street and Bell Avenue in the heart of town. This is where Logan served the community with his signature barbecue for over 20 years. The crew, shooting a documentary film all across the state, fought back their own tears as they experienced Steve Logan.

"The most vivid memory of shooting the entire film came that day in Denton," recalls film director Chris Elley. "The look in Steve's eyes truly said it all. This is a man who was put on Earth to serve people his barbecue. That's all his heart desires. Nothing more. Nothing less."

Just as Logan's passion has engrossed film audiences across the country, his neighbors have been touched by this local legend. Now, *everyone* is getting involved. Logan's peers at Cotton Belt BBQ in nearby North Richland Hills will donate food for the November 6th fundraiser. Local musicians will donate their talents. Items and services from all over the town will be auctioned. Church congregations will be there, next to business owners, next to politicians, next to any man or woman that has ever been captivated by Steve and his barbecue. The film crew will even present a check for money they have raised for Logan in other small towns across the state.

The event will truly be a slice of American and Texas spirit, the kind of unity that has steadily disappeared from airwaves and publications, as statistics, dollar signs and visions of war have crept into the foreground. Anyone who has been graced by Logan's presence will tell you that he is anything but quantifiable. Steve Logan is the almost mythical character grandparents tell their grandchildren about. "Almost" mythical, because he really does exist.

Logan will be fresh from surgery at the November 6th event. Plan to see him smile and say things like what has become the rallying cry of the fundraiser, "I'm everything with you. Nothing without you."

To learn more about how you can help Steve Logan, visit www.bbqfilm.com or call (512) 220-8144. Media members may call (512) 921-3474 for further assistance.

Steve Logan Benefit BBQ & Movie
Saturday, November 6. 5 p.m. – 9 p.m.
North Texas State Fairgrounds
2217 N. Carroll Blvd, Denton, Texas
(512) 220-8144

Tickets, \$15, available at:
John E. Baines, PC
604 South Elm Street
Denton, Texas
(940) 565-9015

###