



FOR IMMEDIATE RELEASE – LINKEDIN ONLY

October 4, 2018

Game time, Snack time!

Utz® to Serve as UNC's "Late Night with Roy" Presenting Sponsor

Utz Quality Foods, LLC. is proud to sponsor UNC's "Late Night with Roy". Taking place on Friday, October 12th in the Dean E. Smith Center, the annual ceremonial event opens the Carolina Men's basketball season.

"We are proud to play a part in Late Night with Roy," said Tim Heil, SVP Sales, Utz Quality Foods, LLC. "As Utz and UNC each share in long-standing traditions and carry a passion for winning, we are excited to partner together. Utz® Potato Chips and Carolina Basketball, a winning combination!"

"Late Night with Roy" will be the first public Carolina basketball event on the recently named Roy Williams Court, dedicated to the legendary coach.

