



Janktafied Goodness, LLC

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Jones announces release of ‘The Adventures of Sir Jankster’ *Creator of The Jank pens children’s book chronicling struggles*

Lamar Jones, creator of The Jank Gourmet BBQ Sauce, announces the release of his first children’s book, **“The Adventures of Sir Jankster,”** which tells the unlikely tale of how dabbling in his kitchen to come up with a tasty alternative to otherwise drab meals helped propel him out of poverty.

“Adventures” chronicles his humble beginnings as a young boy surviving in a tough neighborhood, enduring the threat of bullies, and a dysfunctional home. Via Jones’ unique storytelling, he rhymes his way through the ordeal to realize a dream thanks to good old-fashioned hard work.

He soon finds himself traveling across the country and inside a small single-room apartment, where Jones — hungry for flavor during a time when he could afford little variety of food — created the sauce that would change everything.

Depicting his struggles with warmth, each page delightfully illustrates Jones’ journey with his signature childlike charisma. This is a must-read for any youngster with a dream, as the book adopts a no-quit theme best described from its pages: “Where you’re from is not you. That’s just where it begins. ...Either you do it or you do it.”

Jones will be attending a book signing celebrating the release of “The Adventures of Sir Jankster” at the Frankie Flavz restaurant in Harlingen, Texas, located at 115 E. Harrison Ave., from 7 to 9 p.m. Friday, Oct. 19, 2018. A musician in addition to being the creator of The Jank, an entrepreneur, and now an author, Jones plans to perform new music from his latest EP, **“1981,”** in addition to posing for photos and signing copies of his children’s book.

Frankie Flavz will also offer an exclusive Jank menu at the restaurant for the entire day. Samples will be available, as well as autographed bottles of The Jank and door prizes.

Such is the success of The Jank that it has attracted the attention of the Pittsburgh Steelers organization, which has included Jones’ sauce inside the legendary UPMC Rooney Sports Complex. Believing The Jank to be more than a barbecue sauce, former Steelers defensive back and Super Bowl champion Bryant McFadden, a friend of Jones, has called it “versatility in a bottle.”

McFadden is just one of hordes of loyal customers who helped turn Jones’ idea into a million-dollar enterprise. And it all began from a tiny living space where Jones, a native of Camden, New Jersey, slept on a cold, unforgiving floor upon moving to South Texas to continue his pursuit of a career in music.

The Jank was soon born out of a craving for flavor, given that Jones and his roommate, Shawn Russell, also a children’s book author, lived on takeout leftovers. Today, The Jank now has four products on H-E-B store shelves: the original, spicy, and habanero flavors, in addition to a dry rub.

The sauce, dry rub, Jones’ book, and his new EP, as well as other merchandise, including T-shirts, are also available via his website, www.bbqjank.com.

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Get janktafied with more information on the flavor that’s captivating all peoples far and wide by visiting www.bbqjank.com, like the Facebook page at www.facebook.com/bbqjank, follow [@bbqjank](https://twitter.com/bbqjank) on Twitter and subscribe to the BBQ Jank YouTube channel. Visit the website for “The Adventures of Sir Jankster” at www.sirjankster.com. To contact Jones for speaking engagements, email him at bbqjank@gmail.com. Also, click for more information on The Jank [promos](#), [jingle](#) and [janktimonials](#).