



Oct. 7, 2021

**'THE 2021 JAMES BEARD AWARDS: STORIES OF RESILIENCE AND LEADERSHIP
PRESENTED BY CAPITAL ONE,' SHOWCASING THE MOST PRESTIGIOUS AWARDS IN
THE AMERICAN CULINARY INDUSTRY, AIRS SUNDAY, OCT. 10, ON ABC**

A one-hour special from the James Beard Foundation (JBF) and Intersport, "The 2021 James Beard Awards: Stories of Resilience and Leadership Presented by Capital One," will air on ABC, **SUNDAY, OCT. 10** (2:00-3:00 p.m. EDT/12:00-1:00 p.m. MDT/11:00 a.m.-12:00 p.m. PDT). (TV-PG) The 2021 celebration salutes the independent restaurant community, showcasing organizations, leaders, and businesses who represent many that made a significant impact in the industry and their communities.

About the James Beard Foundation (JBF)

The James Beard Foundation celebrates and supports the people behind America's food culture while pushing for new standards in the restaurant industry to create a future where all have the opportunity to thrive. Established over 30 years ago, the Foundation has highlighted the centrality of food culture in our daily lives and is committed to supporting a resilient and flourishing industry that honors its diverse communities. By amplifying new voices, celebrating those leading the way, and supporting those on the path to do so, the Foundation is working to create a more equitable and sustainable future — what we call Good Food for Good™. As a result of the COVID-19 pandemic, the James Beard Foundation launched the Open for Good campaign to ensure that independent restaurants not only survive but that the industry is able to rebuild stronger than before. For more information, subscribe to the digital newsletter [Beard Bites](#) and follow @beardfoundation on [Facebook](#), [Twitter](#), [Instagram](#), [TikTok](#), and [Clubhouse](#). The James Beard Foundation is a national not-for-profit 501c(3) organization based in New York City.

About Intersport

Since 1985, Intersport has been an award-winning innovator and leader in the creation of sports, lifestyle, culinary and entertainment-based marketing platforms. With expertise in Sponsorship Consulting, Experiential Marketing, Hospitality, Retail Engagement, Content Marketing, Productions and Property Creation, this Chicago-based Marketing & Media Solutions Company helps its clients engage consumers with compelling ideas, content and experiences. To learn more about Intersport, visit www.intersport.global, like us on [Facebook](#) or follow us on [Twitter](#) and [Instagram](#).

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