



greater  
williamsburg  
CHAMBER OF COMMERCE

## MATCHSTICKS BBQ NAMED 2021 HEALTH PROMOTER OF THE YEAR

SEPTEMBER 1, 2021  
MEDIA INQUIRIES – [AMANDA TERRELL](#)

**Williamsburg, VA** — Having received a record number of nominations from its membership and the community, the Greater Williamsburg Chamber of Commerce is thrilled to recognize [Matchsticks BBQ Co.](#) as the 2021 Health Promoter of the Year.



The Health Promoter Award recognizes individuals, civic groups, or businesses that go above and beyond to create opportunities for members of our community to live healthier lives even though it is not their primary purpose of business to do so. You can learn more about the award and its criteria [here](#).

Matt Sileno, Owner and Pitmaster of Matchsticks BBQ, successfully spearheaded The Matchbox Foundation during the summer of 2020, which provided free, weekly meals to children in greater Williamsburg. As schools transitioned to online education throughout the pandemic, access to well-balanced meals was significantly limited. The program helped to fill this gap and address food insecurity for many local students.

“I am extremely honored to receive this award,” said Sileno. “Providing for children in need and helping families is very close to my heart, and to be recognized for these efforts is beyond appreciated. I am grateful to have an opportunity to help the community, and the work is never done.”

The Matchbox Foundation also collected donations to help pay \$1,625.80 of school lunch debt that had accumulated throughout the pandemic, a time when many families experienced loss of income.

“Selecting the Health Promoter each year is one of the highlights for the Health Committee,” said Pam McGregor, Chair of the Greater Williamsburg Chamber of Commerce Health Committee. “This year, as in the past, I have marveled at the quality of the nominations and the breadth of good work being done by our community, neighbors, and friends.

“Matt Sileno truly epitomizes a business owner becoming aware of a program, figuring out how to make a difference, and ultimately affecting positive change going forward. If I have learned one thing during the pandemic, it’s that our community is one that pulled together.”

Previous Health Promoter recipients include [Master Police Officer Ben Woodhouse](#) of the James City County Police Department in 2020, [Williamsburg Landing](#) in 2019, [Ironbound Gym](#) in 2018, and [Henderson, Inc.](#) in 2017.

Matchsticks BBQ will be honored at the 2022 Annual Meeting & Business Awards and featured in the October issue of [Next Door Neighbors Magazine](#).