

NEWS RELEASE



ST. JOSEPH Chamber of Commerce

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FOR IMMEDIATE RELEASE

RESTAURANTS WELCOME TO SIGN UP FOR 2ND ST. JOSEPH RESTAURANT WEEK

(St. Joseph, MO) -- It has been a rough 12 months for St. Joseph restaurants, which is why the St. Joseph Chamber of Commerce and Joe Town Fun are partnering to coordinate St. Joseph's second Restaurant Week.

"When we planned the first Restaurant Week last February it was to help restaurants during a slow time of year," said Natalie Redmond, Senior Vice President of Membership for the St. Joseph Chamber of Commerce. "This time it's to help them survive the pandemic."

Participating restaurants will offer specials and highlight food items from March 2-11. The goal of the week is to attract new customers or encourage former customers to return. Restaurants are encouraged to register for the program, at a much discounted rate.

The fee for restaurants to join is \$75 for non-Chamber members and a \$25 gift card to be used in promotional programs. Chamber members will pay \$50 and provide a \$25 gift card. Restaurants with more than one location under the same owner will pay \$25 and provide a \$25 gift card for each additional restaurant to participate. Costs will cover promotional materials to be used throughout the week including posters, brochures, buttons, table top signs and Restaurant Week advertising.

Because of the pandemic, each participating restaurant must also provide carry-out or delivery options to be a part of the program.

"We want everyone to be able to participate in any way they feel comfortable," said Alyson Fisher, owner of Joe Town Fun. "As the owner of multiple small businesses, I have first-hand knowledge about the difficulties 2020 dealt our establishments. Joe Town Fun is proud to help restaurants today and for many years to come."

The deadline to register is Feb. 23. To register go to saintjoseph.com.

St. Joseph Restaurant Week is presented by John Joe Insurance.

For more information, call 816-364-4107 or e-mail redmond@saintjoseph.com or alyson@alysonfisher.com.

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