



MEDIA CONTACT:

For Sweet Tomatoes, Tracy Marks, (858) 675-1684 x1413, tmarks@gardenfreshcorp.com
For St. Vincent de Paul, Ryan Narramore, (602) 339-5902, RNarramore@svdp-phx-az.org

Sweet Tomatoes hosts all-day fundraiser to support community, takes over local charity dining room

PHOENIX – October 20, 2009 – During an economic downturn like the one we’re experiencing now, non-profit organizations are suffering because donors, the community and public and private companies are not donating as much as previous years. Sweet Tomatoes acknowledges this and will be hosting a fundraiser at its eight Phoenix locations on Tuesday, Nov. 17 and will donate 10 percent of total sales made that day to St. Vincent de Paul, Phoenix.

“Sweet Tomatoes is committed to being a leader in community citizenship,” said Natalie Lahr, district operator of the Phoenix locations. “Giving back to the communities where we live and work is fundamental to the way we operate.”

In addition to the Nov. 17 fundraiser, Sweet Tomatoes is TAKING OVER the St. Vincent de Paul Family Dining Room in Phoenix to provide a warm meal for over 500 men, women and children. Sweet Tomatoes will provide food on Monday, Nov. 16 as part of the nonprofit’s Family Evening Meal program that provides families in need with nightly meals. Having Sweet Tomatoes provide soup, salad and muffins will be a delight to these families that typically do not get to dine out at restaurants.

Sweet Tomatoes will provide a full meal including the restaurant’s most popular menu item and a traditional favorite, Chicken Pot Pie Stew, along with salad and muffins. The fresh, all natural ingredients and hand-made preparation make Sweet Tomatoes’ Chicken Pot Pie Stew a wholesome indulgence reminiscent of days gone by and a meal moms and grandmothers would be proud to serve on a chilly day. Some are not fortunate to have warm meals everyday and Sweet Tomatoes wants to help out the community and feed the hungry with a fresh, warm home-cooked meal from our restaurants.

Sweet Tomatoes restaurants will also be taking over charity dining rooms in the Los Angeles and Chicago areas in November.

Please visit www.sweettomatoes.com to find the nearest Sweet Tomatoes location or visit www.stvincentdepaul.net to make a donation today.

Participating Sweet Tomatoes locations:

Ahwatukee	4723 E. Ray Road	480-705-8774
Arrowhead	7565 W. Bell Road	623-487-0307
Desert Ridge	21001 Tatum Blvd., #93	480-473-3233
Gilbert	4928 S. Power Road	480-333-0022
Metro Center	10046 N. 26th Drive	602-749-9016
Scottsdale	9029 E. Indian Bend Road	480-991-6010
Tempe	1410 E. Southern Avenue	480-831-1600
Uptown	52 E. Camelback Road	602-274-5414

About Sweet Tomatoes

Celebrating over 30 years, Sweet Tomatoes was founded in 1978 in San Diego and currently operates 112 salad buffet-style restaurants across the western, southern and eastern portions of the United States. Sweet Tomatoes cares about what comes out of guests' wallets and into their bodies by creating an exceptional, all-you-care-to-eat dining experience with a daily selection of made-from-scratch soups and salads and hand-crafted muffins, focaccia, breads and tasty desserts. By combining high-quality, farm-fresh and scratch-made foods for a fixed price, the restaurants provide guests with the freedom to create their own wholesome meals. The restaurant concept is built around fresh prepared, great-tasting recipes with a salad bar full of seasonal vegetables and tossed salads prepared exhibition-style every 20 minutes. Sweet Tomatoes restaurants are open daily for lunch and dinner and also for a special Sunday Breakfast that features a variety of delicious morning favorites in addition to regular selections. For more information, visit www.sweettomatoes.com.

About the Society of St. Vincent de Paul, Phoenix

The Society of St. Vincent de Paul is an international non-profit organization dedicated to serving the poor and providing others with the opportunity to serve. The Phoenix Diocesan Council has been assisting central and northern Arizona families since 1946. Programs include services for the homeless, medical and dental care for the working poor, charity dining rooms, thrift stores, a transitional housing shelter and general assistance for individuals in need. For more information, visit www.stvincentdepaul.net.

###