

## Media Advisory

SVdP Contact: Jennifer Prine, Communications Manager  
602-850-6755, cell: 623-640-5048  
Jprine@svdp-phx-az.org

### FOR IMMEDIATE RELEASE

December 18, 2006

#### **Restaurant to host Christmas Day Celebration for needy families**

Rock Bottom Restaurant & Brewery partners with St. Vincent de Paul for 4<sup>th</sup> annual party

Phoenix – On Christmas day, many families will celebrate the holiday thankful for the extra time to spend together. They will share a delicious holiday meal, exchange gifts, capture the memories with photos and call those loved ones who are dearly missed.

The day of special traditions is a warm memory year after year and Rock Bottom Restaurant and Brewery will ensure that more than 700 homeless and working poor families will experience those traditions. Over the last four years, Rock Bottom has teamed up with local area agencies like St. Vincent de Paul to make Christmas a special day for needy families.

All four area Rock Bottom Restaurants have worked together to raise funding for the Christmas Party, which will begin with a luxury bus ride to the Ahwatukee restaurant at 14205 S. 50<sup>th</sup> St. Guests will be treated with holiday favorites like turkey, ham, mashed potatoes, vegetables and pies. All families are welcome to pose for a family portrait and have the opportunity to make a long distance phone call to loved ones who have been out of touch.

Families will be given warm clothes and blankets and children will have a chance to visit with Santa. During his visits, Santa will give each child a backpack, a new toy and a gift card to buy shoes from Payless.

Some of the homeless and working poor families are among the 100 families who visit St. Vincent de Paul's south central dining room for the family evening meal. Each weeknight, St. Vincent de Paul welcomes families to eat a wholesome dinner as a family – helping to provide some much needed family quality time. This is just one of five Valley dining rooms that provide approximately 56,000 meals a month to homeless and working poor individuals.

**WHO:** Rock Bottom Restaurants and Breweries

**WHAT:** Christmas Party for to benefit needy families and individuals

**WHEN:** Monday, December 25<sup>th</sup> from 9 a.m. to 4 p.m.

**WHERE:** 14205 S. 50th St., Phoenix - Located off of I-10 and Ray Rd on 50th Street in the AMC 24 plaza.

**Photo Ops:** 10:45 a .m. – First group of families arrive from St. Vincent de Paul. More families will arrive by bus every 45 minutes for the rest of the day.

Dinner is served first and photos, phone calls and visits with Santa will be available after each meal.

