

Society of St. Vincent de Paul, 420 W. Watkins Road, Phoenix AZ 85003

## Media Advisory

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### FOR IMMEDIATE RELEASE

Aug. 21, 2007

#### **First Watch serves up donations for St. Vincent de Paul**

*Free Omelette Day celebrates 20 years*

PHOENIX – For 20 years, Tom Lux, owner of the Valley’s First Watch Restaurants, has opened his doors to feed the Valley’s hungry.

“The value St. Vincent de Paul adds to the community astounds us,” Lux said.” Through dental care, medical care, dining rooms and unconditional care of the less fortunate, SVdP improves the lives of people in need. The Society cares about their community through their love and compassion, the same as First Watch.”

It begins when Tom and his staff take over St. Vincent de Paul’s central kitchen and fire up the grill to prepare more than 300 omelettes for the parents and children who dine at St. Vincent de Paul’s Family Evening Meal. Much like in his restaurants, Tom can’t stay behind the serving window. He walks around from table to table, getting to know some of the hardworking mothers and fathers who simply don’t earn enough to get by. By the end of the night, many guests have eaten second helpings of the specialty omelettes and the children have played games and won prizes – a small treat that lifts the spirits of young people so used to going without.

Following an eye-opening evening at our Dining Room, Tom Lux and his staff open First Watch for Free Omelette Day. Free omelettes are served at all four Valley locations with the hope that patrons will make a donation to St. Vincent de Paul’s programs to alleviate hunger. Some of the servers even tell stories about their experience at St. Vincent de Paul’s Family Evening Meal to educate patrons about the need.

St. Vincent de Paul provides more than 3,500 meals daily to homeless and hungry people at its five Valley dining rooms and at 18 additional nonprofits. SVdP volunteers also provide more than 222,000 food boxes to working poor families and individuals throughout northern and central Arizona each year.

**WHAT: Free Omelette Night – First Watch serves omelettes to parents and children at St. Vincent de Paul’s Family Evening Meal.**

**WHEN:** Tuesday, Sept. 18<sup>th</sup> from 5 p.m. to 6 p.m.

**WHERE:** St. Vincent de Paul’s main campus, 420 W. Watkins Road, Phoenix.

**WHAT: Free Omelette Day with First Watch – Stop by any Valley First Watch for a Free Omelette and make a donation to St. Vincent de Paul.**

**WHEN:** Thursday, Sept. 20<sup>th</sup> from 7 a.m. to 2:30 p.m.

**WHERE:** Any Valley First Watch restaurant. Locations listed below.

**Black Canyon Freeway**

9645 N Black Canyon Hwy  
Phoenix, AZ 85021  
602-943-3232

**Downtown**

One N. First Street  
Phoenix, AZ 85004  
602-340-9089

**Midtown**

61 W. Thomas Road  
Phoenix, AZ 85013  
602-265-2092

**Scottsdale**

16455 N. Scottsdale Road, #107  
Scottsdale, AZ 85254  
480-248-9602