



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

Media Advisory

Contact: David Staudacher, Communications Manager
P: 602.850.6755 C: 602.339.5902
dstaudacher@svdp-phx-az.org
www.stvincentdepaul.net

FOR IMMEDIATE RELEASE

December 17, 2007

Restaurant to host 5th annual Miracle in the Desert

Rock Bottom planning Christmas Day party for the Valley's neediest

PHOENIX — Christmas should be special for everyone. And the people at Rock Bottom Restaurant and Brewery are giving hundreds of the Valley's homeless and working poor a Christmas Day celebration to remember during its 5th annual Miracle in the Desert.

On Dec. 25, Rock Bottom will pickup more than 800 of the Valley's neediest from St. Vincent de Paul and bring them to its Ahwatukee restaurant, 14205 S. 50th St., Phoenix, where they will be treated to special holiday meal of turkey, ham, yams, mashed potatoes, vegetables, and pumpkin and pecan pie. During the celebration, there will be time to visit with Santa Claus as he hands out new gifts, which include clothes, toys, books and a gift card for new shoes at Payless ShoeSource. Adults also will receive a gift card for hygiene items. Aside from playing with new toys, there will be inflatable bouncing houses and coloring activities for the children.

It's a true day of dignity," said Dawn Fabian, field marketing manager for Rock Bottom Restaurants, Inc. "It's about the community and making the day special."

All four Rock Bottom restaurants have worked together throughout the year to raise funds for the event, and more than 100 employees volunteered to work on Christmas Day.

Who: Rock Bottom Restaurant and Brewery

What: Miracle in the Desert – A Christmas Day party for needy families and individuals.

When: Tuesday, Dec. 25 from 10:30 a.m. – 4:30 p.m.

Where: Rock Bottom Restaurant and Brewery, 14205 S. 50th St., Phoenix

Located off of I-10 and Ray Road on 50th Street in the AMC 24 Plaza.

Photo Ops: The first groups of families are leaving St. Vincent de Paul, 420 W. Watkins Road, at 10 a.m. and will arrive at Rock Bottom at 10:30 a.m. More families will arrive at the restaurant every 45 minutes until 3:30 p.m.

-30-

The Society of St. Vincent de Paul is a non-profit organization, dedicated to serving the poor and providing others with the opportunity to serve. Programs include services for the homeless, medical/dental care for the working poor, five charity dining rooms, six thrift stores, a transitional housing shelter and general assistance for individuals in need.