

Media Advisory

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FOR IMMEDIATE RELEASE

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Rock Bottom planning Miracle in the Desert

Restaurant hosting 6th annual Christmas Day party for needy families

PHOENIX — Christmas should be special for everyone. But for many of the Valley's working poor families, there's not a penny to spare. To help keep the holiday season special, the employees at Rock Bottom Restaurant and Brewery are giving hundreds of the Valley's homeless and working poor families a Christmas Day celebration to remember during its 6th annual Miracle in the Desert.

On Dec. 25, Rock Bottom will pick up 400 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 desert. During the celebration, there will be time to visit with Santa Claus as he hands out new gifts, which include clothes, toys, books and more. Aside from playing with new toys, there will be additional activities for the children.

"The community always comes together to support this event," said Roland Brooks, senior managing partner of Rock Bottom in Ahwatukee. "But this year, more people and companies have joined with us to help the growing number of needy families."

All four Rock Bottom and Old Chicago restaurants have worked together throughout the year to raise funds for the event, and more than 100 employees and community members are volunteering to serve on Christmas Day.

Who: Rock Bottom Restaurant and Brewery

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

When: Thursday, Dec. 25 from 10 a.m. – 3 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 2 p.m.

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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, seven thrift stores, a transitional housing shelter and general assistance for individuals in need.