



FOR IMMEDIATE RELEASE

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CORE Announces “Serving Up Hope” — A National Campaign Supporting Food & Beverage Families in Crisis

Sponsorship Opportunities Now Open for 2025 Campaign

[Nashville, TN — April 15, 2025] — CORE, a national nonprofit organization, proudly announces the launch of its 2025 *Serving Up Hope* campaign—a powerful initiative designed to unite the hospitality industry and the guests it serves in support of food & beverage service families facing personal crises.

Running throughout **September and October 2025**, *Serving Up Hope* invites individuals, brands, and suppliers to rally behind restaurant families impacted by health emergencies, injuries, natural disasters, or the death of a family member.

Through this campaign, CORE offers three levels of sponsorship:

- **Beacon of Hope** – \$2,500
- **Champion of Hope** – \$5,000
- **Hero of Hope** – \$15,000

All sponsorships directly fund CORE’s mission to provide financial grants that help cover critical expenses such as housing, utilities, and groceries—providing stability when families need it most.

Sponsors will receive prominent recognition in full-page ads featured in *Nation’s Restaurant News* and *Plate Magazine*, as well as visibility throughout CORE’s national campaign platforms.

“Serving Up Hope is more than a fundraising campaign—it’s a call to action for the hospitality industry and its guests to support the people who bring our dining experiences to life,” said Jill Chapman, Director of Corporate Partnerships at CORE. *“It’s a meaningful way to give back to those who give so much.”*

To learn more about sponsorship opportunities or to get involved in the 2025 *Serving Up Hope* campaign, visit coregives.org/serving-up-hope or contact Jill Chapman at jill@coregives.org.

Join the growing list of Serving Up Hope Sponsors:

Heroes of Hope:

IMI Agency

Champions of Hope:

Boston Beer Co.

Cuba Libre Restaurant & Rum Bar

Coppola Winery

Diageo

Gallo

Island Oasis

Jacquin’s

J. Lohr Vineyards & Wines

Love, Tito's

Margaritaville

Restaurant Leadership Conference

Rodney Strong

Rombauer Vineyards

Skrewball Peanut Butter Whiskey

Beacons of Hope:

Cleveland Menu

DAOU

IngiteCS

Nestle Waters & Premium Beverages

Terlato

Wente Family Vineyards

WhistlePig Whisky

About CORE:

CORE is a national nonprofit organization that provides financial relief to food & beverage service families navigating a health crisis, injury, death, or natural disaster. Funded by the hospitality industry and its supporters, CORE offers a critical safety net to restaurant families in their time of greatest need.

Learn more at www.coregives.org.