



FINAL – For Immediate Release

[Insert Brand] Partners with CORE® for the Inspiring Hope Campaign
The Inspiring Hope Campaign aims to help restaurant families rise.

BRENTWOOD, TN (May 17, 2021) – [BRAND] is teaming up with [CORE®](#) ([Children of Restaurant Employees](#)), a national non-profit organization that provides financial help to food and beverage employees with children, to help restaurant families rise during the **Inspiring Hope** campaign. From May 17 -21, 2021, [BRAND], along with other supplier companies, will take a stand in supporting the food and beverage industry.

“Many Americans do not always have a financial safety net in place when they face a medical crisis, injury, death, or loss of home or place of employment due to a natural disaster. It’s no different for employees with children in the food and beverage industry, who may miss income when out of work to navigate one of these crises,” said [Sheila Bennett](#), Executive Director of *CORE*. “At *CORE*, we are focused on supporting these employees and their families during their times of personal crisis.”

Starting Monday, May 17, [BRAND] and other suppliers throughout the country will inspire hope. *CORE* grants are utilized to cover rent/mortgage, utilities, travel expenses for medical treatment, therapies and other essential needs for food and beverage employees with children that may face one of these qualifying events. Visit www.coregives.org/inspring-hope to support *CORE* and the **Inspiring Hope** campaign directly.

CORE has established a **Wall of Hope**. The **Wall of Hope** will feature sponsors that donated \$12,000 to *CORE*, which will help cover a month of rent for twelve foodservice families. Sponsors will receive a certificate and online badge. Barefoot and Tequila Patrón are the presenting sponsors for the Inspiring Hope campaign.

[BRAND] will be [INSERT INITIATIVES]. Customers may show their support by [INSERT DETAILS] from [DATES].

“We are incredibly grateful for the corporate support that we receive during the year,” added Bennett. “It’s through these generous contributions that we can continue to help even more families in need and further our mission of assisting those who commit their time to serve us at our favorite food and beverage operations.”

“This has been a challenging year for our team members and countless others in the restaurant and beverage space,” said [NAME], [TITLE] for [BRAND]. “We are thrilled to be able to join *CORE* in the



Inspiring Hope campaign and provide a donation that will continue to help even more families in need, especially with rent coverage that will guarantee families to maintain the roof over their head.”

For more information about *CORE* or to request support, if you are a food or beverage service employee with a family in need, visit www.COREgives.org to learn about *CORE* and apply for relief.

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About Children of Restaurant Employees (CORE)

CORE: Children of Restaurant Employees, a national 501(c)3, is dedicated to serving food and beverage service employees with children when either the working parent or child is navigating through medical diagnosis, illness, injury, a death, or impacted by a natural disaster. Founded by food and beverage service industry veterans, *CORE* helps hospitality service employees with children bridge the financial gap when either the parent or child deals with a health crisis or natural disaster. Since 2013, the organization has grown into a nationally recognized non-profit that has helped more than 1,300 families in 50 states. For grant qualification, to apply or to refer a family for grant consideration, please visit COREgives.org.

About [BRAND]

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