



Draft –Not For Release

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**[BRAND] Serves Up Hope With CORE® During National Campaign, November 8-21**  
*The weeklong gratitude campaign honors food and beverage industry employees*

**FRANKLIN, TN, [DATE]** – [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 shine the spotlight on food service employees. From November 8-21, 2021, [BRAND] along with other food and beverage companies nationwide will participate in the **Serving Up Hope** Campaign.

“We are excited to have the support of [BRAND] and others in the food and beverage sector for the **Serving Up Hope** campaign,” said [Sheila Bennett](#), Executive Director of CORE. “Restaurants are the cornerstone of our communities, and we would like to honor the food and beverage operations employees that serve us every day, with in-store and online fundraising initiatives that demonstrate concrete support of these essential members of our society.”

Starting Monday, November 8, [BRAND] and other food and beverage operations throughout the country will spotlight their employees and help raise awareness for CORE’s mission - assisting food and beverage employees with children when they face a medical diagnosis, injury, death, or natural disaster. Through various fundraising opportunities, customers may also lend their support for this cause and honor their favorite service employees. Visit [www.coregives.org](http://www.coregives.org) to support CORE and the **Serving Up Hope** campaign directly.

“We are honored to be joining CORE in its mission to help food and beverage employees with children. We partner with CORE to show appreciation to our employees and raise awareness to all that CORE is an organization that food and beverage employees can turn to in their time of need,” said [INSERT NAME], [INSERT TITLE]. “This is a way for us all to help those individuals who serve us day in and day out by serving them a side of hope.”

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

“This has been a challenging year for our team members and countless others in the restaurant and beverage space,” said [NAME], [TITLE] for [BRAND]. “It brings us comfort that CORE is available to offer their support when our employees need added relief during times of disaster or unforeseen medical circumstances, as well as to lift them with such inspiring programs such as the **Serving Up Hope**



campaign. We are truly honored to join them in these efforts and invite our customers to participate with us.”

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](http://www.COREgives.org) to learn about *CORE* and apply for relief.

**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 1,500 families in all 50 states, D.C., and Puerto Rico. For grant qualification, to apply or to refer a family for grant consideration, please visit [COREgives.org](http://COREgives.org).

**About [BRAND]**

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