

NewTimes PRESENTS
**DINING OUT
FOR LIFE**

APRIL 30TH, 2009

benefiting:

care resource

Your One Source

**MAKE A
DIFFERENCE
ONE BITE
AT A TIME**



WHAT IS DINING OUT FOR LIFE?

Dining Out For Life is an annual fundraising event involving the generous participation of restaurants throughout the South Florida area. In exchange for pledging 25% of their day's sales, participating restaurants are included and promoted in a tri-county marketing and advertising campaign in an effort to increase customer traffic on Thursday, **April 30, 2009**. The funds raised will benefit Care Resource, South Florida's oldest and largest HIV/AIDS service agency dedicated to ending the HIV pandemic through Prevention, Education, Care and Treatment, Research and Support.

DINING OUT FOR LIFE IS A GREAT WAY TO RAISE AIDS AWARENESS.

Dining Out For Life serves as a strong reminder of how our community is affected by HIV and AIDS. This event offers many of your customers and professional colleagues their first meaningful way to express compassion for people living with HIV/AIDS.

IT IS SURE TO BE AN ENORMOUS SUCCESS!

Dining Out for Life has yielded enormous success across the country and is held annually in over 40 different cities, including: Albany Asheville, Baltimore, Binghamton, Buffalo, Chicago, Dallas, Denver, EastBay, El Paso, FWB-Pensacola-Destin, Hampton Roads, Honolulu, Houston, Hudson Valley, Indianapolis, Jacksonville, Las Vegas, Los Angeles, Louisville, Miami, Ft. Lauderdale, Milwaukee, Minneapolis, Nashville, Nebraska, New Haven, Palm Springs, Philadelphia, Phoenix, Sacramento, San Francisco, Santa Fe., Seattle, Sonoma County, South Bend, Spokane, St Louis, St. Petersburg, Tacoma/Olympia, Washington DC.

WHY SHOULD YOUR RESTAURANT PARTICIPATE?

1. IT'S GREAT FOR BUSINESS!

The event attracts diners who are socially conscious and are willing to spend money when they know it benefits people living with HIV/AIDS. Your support targets an audience that appreciates and understands community involvement and participation.

2. IT'S VALUABLE MARKETING!

Your restaurant's name and location will be featured in a 100,000+ print marketing campaign with over 1.1 million impressions that blankets South Florida. Your restaurant will also be featured on www.diningoutforlifesouthflorida.org and www.diningoutforlife.org providing maximum online exposure and increased traffic with click through links to your website. This recognition shows your involvement and support for the community's AIDS service organization and those affected by HIV/AIDS.

3. THE PRESS LOVES IT!

Dining Out for Life will be heavily advertised with a high profile, aggressive marketing campaign that includes full page ads in New Times, local radio, online exposure, eblasts, table tents, flyers, posters, rack cards, New Times Street Team marketing and promotions, and Care Resource newsletter and public relations. In addition, traditionally the Dining Out for Life event attracts television coverage from local news affiliates.

4. IT HAS BECOME AN ESTABLISHED SOUTH FLORIDA TRADITION!

Don't miss out on this opportunity to be a part of what is sure to be the most satisfying tradition in South Florida!

MIAMI

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