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Dinner And Drinks For Disaster Relief: Harpo's Urbana-Champaign Opening

URBANA-CHAMPAIGN, Illinois (Oct. 22, 2017) – Harpo's is making its Urbana-Champaign appearance about more than business by donating a portion of its opening day profits to disaster relief.

Harpo's is a full-service restaurant and bar founded in Columbia, Missouri. The restaurant is opening a second college town location – this time in Urbana-Champaign, home to the University of Illinois. Harpo's is helping disaster relief by donating twenty percent of each table's food ticket (pre-tip) to the American Red Cross.

In addition, Harpo's will charge a bar cover of \$1 on opening night and all cover proceeds will go straight to the American Red Cross. The event will take place on Thursday, October 26 during normal Thursday hours of operation from 11 a.m. to 1 p.m.

"I realize how important a healthy community is and how impactful a community can be when it comes together for the common good. Harpo's is a place where people will come to be together. Let's use the power of community to help those affected by natural disaster", said Chicago mayor Rahm Emanuel.

If \$1 bar cover wasn't enough to convince you to spend your Thursday night at Harpo's then maybe you're convinced now. But hold on, there's more. You can spread the word by using the hash tag #HarposHeals on Instagram.

The Instagram post that uses the hash tag #HarposHeals and gets the most likes will be featured on Harpo's social media. The owner of this post will also get a free drink from Harpo's to be used within the week.

Since Harpo's is a full-service restaurant it's important to realize that there's a wide variety of customers to serve – all the way from dad to nocturnal college kids. Mintel research was used to understand the best way to execute an inclusive opening day event.

Research shows that nearly one-third of iGens and Millennials are involved with charities online. In contrast, adults are more likely to donate money or physical items instead of a social media presence. The combination of social media presence and monetary donation makes this an event that all customers can participate in.

Additionally, Mintel research shows that full-service restaurants can turn around declining sales by focusing on good customer service and meaningful changes.

Harpo's will act on both of these things by providing the type of customer service that makes you feel like you're ordering a drink from your friend and not just another money-grabbing bartender. It will also focus on meaningful change through charitable events and involvement in the college community.

Harpo's native population in Columbia, Missouri is 120,612, so the restaurant is confident that it can successfully serve Urbana-Champaign's population of 42,014.

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Harpo's is a full-service American-style restaurant and popular college bar. It was founded by Mizzou grad Dennis Harper in 1971. Harpo's places a strong focus on customer service and community involvement. To learn more visit the following link: <http://www.harposcomo.com>.