

## FOR IMMEDIATE RELEASE

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### **Michigan Restaurant Association Partners with Flint Restaurant Week** *An Increase of Restaurant Involvement Will Bring More Tourists to Flint*

**LANSING, Mich., May 10, 2017** – The Michigan Restaurant Association (MRA) is pleased to announce that they will be sponsoring the second annual Flint Restaurant Week (FRW). Organizers are working to expand the food showcase beyond the downtown eateries.

The Flint Restaurant Week will be held May 16-20 with 16 participating locations. Each restaurant is given the opportunity to showcase their restaurant with unique FRW menus. The week will include special entertainment, a downtown pub crawl and tap takeovers. Attendees are encouraged to visit multiple restaurants to earn stamps in their passports to qualify for a special prize at the end of the week. This year's prize will be a commemorative pint glass and limited edition screen print poster.

"The restaurant community in Flint has shown true leadership during a difficult time," said Justin Winslow, President and CEO of the MRA. "They reflect the heart and resilience of the city, and the MRA is honored to support Flint Restaurant Week for a second year. I encourage everyone to travel to Flint to support an industry that plays an important role in so many lives."

Founders Spencer Ruegsegger and Ken Laatz want to build on the success of last year's weeklong event by encouraging more restaurants within the City of Flint to participate.

According to organizers the first-year results were very encouraging:

- More than 15,000 people visited local bars and restaurants over the five-day period, according to the restaurant's Point-of-Sale systems.
- Of the Passports completed and returned, 72 percent were from zip codes outside of the city of Flint.
- Flint Farmers' Market saw an increase of 3,116 customers during the week compared to the same week the year prior.

"Overall, Flint Restaurant Week was a huge success and had very positive effects on the community," said Ruegsegger, General Manager at Blackstones' Pub & Grill.

Ken Laatz, General Manager of Soggy Bottom Bar, agreed. "We still have guests coming in and talking about what a great and positive experience Flint Restaurant Week was."

For more information: Visit <http://flintrestaurantweek.com/>

#### **About Michigan Restaurant Association**

Michigan Restaurant Association (MRA) is the recognized leader of Michigan's hospitality industry, providing essential services to the foodservice community. Founded in 1921, the MRA represents nearly 4,500 Michigan foodservice establishments. The industry plays an integral role in Michigan's economy, employing more than 435,000 people and creating \$15.9 billion in annual sales.

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