



FOR IMMEDIATE RELEASE
October 1, 2014

Contact: Adriane De Ceuninck
MICHIGAN RESTAURANT ASSOCIATION
(517) 482-5244

***MICHIGAN RESTAURANT ASSOCIATION
ANNOUNCES SPONSORSHIP OF LICK THE PLATE***

Lansing, MI – The Michigan Restaurant Association (MRA) has signed on to be a sponsor of the popular San Diego culinary radio show Lick the Plate, as it comes to Michigan. Lick the Plate is hosted by Royal Oak native David Boylan, and features chefs, restaurant owners, growers, brewers, and vintners. Lick the Plate is currently in talks with radio stations in Detroit and Grand Rapids, and anticipates a November 1, 2014, launch.

During the past three years, Lick the Plate has interviewed a wide-range of industry professionals, from top chefs and restaurants to small mom and pop eateries. Lick the Plate has covered the San Diego culinary scene, the people who drive it, and the individual stories that go beyond their work in the kitchen.

“The concept has proven itself in San Diego and with the Michigan culinary scene continuing to expand and grow, teaming up with Lick the Plate is a good fit for the MRA. It’s also a nice way to showcase our members,” said Brian DeBano, president and CEO of the MRA.

###

The 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 more than 4,500 Michigan foodservice establishments. The industry plays an integral role in Michigan's economy, employing nearly 400,000 people and creating nearly \$13.4 billion in annual sales.