

HIGHLAND ROTARY CLUB'S RESTAURANT REVIVAL PUMPS THOUSANDS OF DOLLARS INTO LOCAL ECONOMY!

Contact: Steve Laubach at 914 456 5148

FOR IMMEDIATE RELEASE

Over the last weekend, which in years past would have been The Hudson Valley Ribfest at the Ulster Fairgrounds, The Highland Rotary Club substituted a sales event that helped support local restaurants. The Rotary Ribfest Restaurant Revival sold hundreds of gift cards at a discount to generate \$35,000 for local restaurants, mostly in Ulster County.

The annual Ribfest food and music festival is a fundraiser the Highland Rotary Club conducts to raise money to support local community initiatives like food and warm coats for needy, scholarships for High School students and many other local and international charitable causes. "The Covid 19 pandemic has made it impossible to conduct events that reduce the social distancing that our government wants us to practice, so we needed to come up with something else," said event coordinator Steve Laubach.

Highland Rotary Club President, Don Verity credited a network of corporate and private sponsors for the success. "We were able to sell \$50 gift cards at a discounted \$30 and then were able to pay the participating restaurants the full value because of donations from dozens of other caring businesses," said Verity, "It was a win-win-win for the end user, the restaurant community, and our Rotary Club."

The sales event was augmented by a "virtual concert" that visitors to our web site could watch and listen to while purchasing gift cards. Many up and coming local and regional bands and artists from all music genres were featured including some tribute bands that paid homage to classic rock groups Pink Floyd, Foreigner and The Doors. As a result of hundreds of views, additional donations to the Hudson Valley Food Bank were generated.

"The Highland Rotary Club wishes to thank ColorPage Marketing, iHeart Radio, and our many sponsors whose support was needed to make the event happen. It is never easy to launch a new idea but we believed that residents would support this cause because everyone knows how the restaurant business community has been affected by the pandemic" said Don Verity. "We also wish to thank area residents for supporting their local eateries."

Rotary is an international service organization whose stated purpose is to bring together business and professional leaders in order to provide humanitarian service and to advance goodwill and peace around the world. Any resident can join local clubs throughout region. More details online at Rotary.org

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