

FOR IMMEDIATE RELEASE
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Cannery Row Launches “Cannery Row Cares,” Its Holiday Donation Program

Cannery Row restaurants support the Food Bank for Monterey County

MONTEREY, CALIF. – Cannery Row is excited to announce the launch of its holiday donation program, “Cannery Row Cares,” at this year’s annual tree lighting ceremony. Participating restaurants will give a donation in their patrons’ honor to the Food Bank for Monterey County for each coupon diners clip from the Monterey Herald and bring into the restaurant. At the conclusion of the program, The Cannery Row Company will match all donations from restaurants up to \$10,000.

“Cannery Row is also known as Restaurant Row because of its many wonderful eateries. So being down here, visitors might not realize that some people in our county are going hungry and are in need of our help. Cannery Row Cares is one way Cannery Row, its restaurants and its visitors can give back to the community, and we are very happy to do so. The Food Bank of Monterey County is a great cause,” said Diane Mandeville, Vice President of Marketing for the Cannery Row Company.

Restaurants will make donations on behalf of patrons who dine Tuesdays, Wednesdays and Thursdays after 4:30 p.m. from November 30 through December 23. Locals receive free parking in the Cannery Row Garage with a “939” drivers’ license – and a free Chef’s Appetizer! (Visit canneryrow.com for more details.)

Participating restaurants include: Archie’s American Diner, Bubba Gump Shrimp Company, Bullwhackers Restaurant & Patio Pub, Cannery Row Brewing Company, The Charthouse, The C Restaurant + Bar, Duck Club Grill, El Mariachi, The Fish Hopper, Louis Linguini’s, Paradiso, The Sardine Factory, Schooners Bistro on the Bay and The Whaling Station.

The announcement will be made Friday, November 26 at the annual tree lighting ceremony, where guests will enjoy a visit from Santa and the seasonal sounds of Christmas Carols.

For more information, please contact Amanda Smith at 657-6488 or visit canneryrow.com.

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About Cannery Row

Cannery Row was made famous in John Steinbeck's classic novel depicting life in the "the sardine capital of the world." Today, Cannery Row is a beautiful waterfront playground where visitors from all over the world seek a California getaway as authentic as the coast itself. Cannery Row remains a treasure of California's Central Coast, where a discovery awaits every type of visitor. For more information, visit the official Cannery Row website at www.canneryrow.com.