PURPLE Restaurant Week





JOHNSTON COUNTY April 19-25



Why: More than 170,000 people in North Carolina are affected by all forms of dementia. At Dementia Alliance of NC (DA-NC), our goal is to provide individualized *Comfort*, timely *Assistance*, relevant *Resources* and the latest in dementia *Education* to communities across North Carolina.

In 2019, our expert staff walked with 13,000 families in 64 counties as trusted guides on their journey through dementia. We focus ALL of our efforts locally, offering insight and compassionate support to those living with or caring for individuals with this debilitating diagnosis.

DA-NC target audience includes:

- extended families
 medical communities
- academiasocial services
- assisted living providers



9131 Anson Way, Suite 206 | Raleigh NC, 27615 www.DementiaNC.org

About Restaurant Week

When: Sunday, April 19 - Saturday, April 25th

What: Purple Restaurant Week is the 2020 annual fundraiser in Johnston County for Dementia Alliance of North Carolina (DA-NC). It is a week long dining festival

at local restaurants. .

Who: Any restaurant can take part in the event.

Restaurant Benefits

Participation is easy! You can choose to participate in fixed price lunches and/or dinners, or you can pledge to donate the greater amount of 15% or \$250 to Dementia Alliance of NC at the end of your participation day(s).

Benefits include:

- Event branding and promotion is organized by DA-NC Event Committee
- You choose to participate all week or select day(s)
- You can choose for your meals to be dine-in or carry-out
- Restaurant week allows you to reach and impress new customers with your food and service
- Potential of new guests to becoming repeat customers
- Loyal customers will be inspired to try new menu items
- Taking part in restaurant week will boost your reputation and visibility in your community
- Participating in your city's restaurant week will help improve the local economy, build your city's reputation, and improve tourism
- Free marketing for restaurant
- Donation is tax-deductible
- Exposure to DA-NC Audience (see below)
- Opportunity to support an impactful cause

AUDIENCE

People of all ages and demographics; friends & family groups; PRW appeals to locals and tourists alike:

2,398 followers

9,124 email subscribers

204 followers









Restaurant Name (list exactly as should appear in promotional materials):	
Mailing Address (including city, state & zip):	
Contact Person:	
Name: □Mr. □Ms. □Mrs.	
Title:	
Email:	
Phone:Fax:	
Please include information on all categories that apply:	
Dates of Participation, April 19-25: All Week One day Multiple days Fix Prices: YES NO Category and Availability: Breakfast: YES NO Lunch: YES NO Dinner: YES NO Carry-Out Option: YES NO Price per meal: \$	Please mail or email completed form to: Dementia Alliance of North Carolina Attention: Skylar Edwards sedwards@DementiaNC.org 9131 Anson Way, Suite 206 Raleigh NC, 27615 For more information please call: (919) 832-3732 You may also register online at: www.DementiaNC.org/PRW2020 * Please submit a high-resolution logo in
	BOTH .EPS and .JPG formats by 03/27/20 to: Diana Shark at Dshark@DementiaNC.org. *The promotion of your restaurant for Purple Restaurant Week on printed event materials is dependent upon receiving your logo prior to printing deadlines.