



## **FOR IMMEDIATE RELEASE**

March 4, 2021

**Contact:** Richard Hooper  
[rhooper@downtownpittsburgh.com](mailto:rhooper@downtownpittsburgh.com)

## **NEW GOOD EAT\$ DOWNTOWN CAMPAIGN CONTINUES SUPPORT FOR DOWNTOWN RESTAURANTS WITH 25% OFF ON TUESDAYS & WEDNESDAYS IN MARCH**

- PITTSBURGH DINERS CAN ENJOY A 25% DISCOUNT OFF DINE-IN, TAKE-OUT, OR DELIVERY AT PARTICIPATING RESTAURANTS DOWNTOWN
- DISCOUNT IS AVAILABLE EVERY TUESDAY & WEDNESDAY STARTING MARCH 9, WHILE FUNDING LASTS

**Downtown Pittsburgh** – The Pittsburgh Downtown Partnership has just announced its **Good Eat\$ Downtown** campaign. The new campaign offers a 25% discount incentive for Pittsburgh diners buying food and drink from participating Downtown restaurants on Tuesdays and Wednesdays in March, starting March 9<sup>th</sup>. The offer applies to both dine-in and carry-out, as well as delivery.

Fresh on the heels of the successful **Spread the Love** campaign that promoted \$100 in vouchers for those purchasing an overnight stay at Downtown hotels during Valentines month, the new PDP campaign is the latest support initiative developed via funding from an RK Mellon Foundation COVID-19 relief grant the PDP received at the end of 2020.

26 restaurants have committed to participating in the campaign, offering the community a broad selection of food and fare sure to please every palate for either lunch, dinner, or both, throughout the month of March.

“This 25% incentive gives both our new and regular customers another great reason to dine Downtown,” said Michael Zawojski, Executive Chef/Director of Food and Beverage at Revel, a restaurant offering locally-driven, seasonal cuisine near Market Square. “The extra push, on our slower days especially, will give us a chance to introduce Revel’s menu to new guests and allow returning guests to try our newest menu items. We love that food delivery is included in this program too, broadening our reach outside of the immediate Downtown community. We are proud to be featured alongside some really incredible Downtown restaurants—and great ‘eats’!

The PDP also plans to offer some surprise giveaways to diners each week as part of the campaign, from restaurant gift cards, to free dinners, to bonus prize opportunities for posting on social media.

“This campaign allows us to significantly impact the bottom-line in a new way. We’re providing an opportunity for these Downtown restaurants to offer a 25% off discount which we then pay back. We hope that this incentive really motivates folks to dine-in, pick-up, or order for delivery from the restaurants we know they love,” said Jeremy Waldrup, President and CEO of the PDP. “There’s really no downside to getting great food at a discount and helping out these small businesses. Spread the word that Tuesday and Wednesday is a great day to dine Downtown!”

**Good Eat\$ Downtown** is the latest part of the PDP’s ongoing restaurant recovery efforts which began back in November 2020, with the PDP purchasing meals through its **Shelter Support Initiative**, and continued with the **Downtown Community Takeout** in partnership with 412 Rescue. The latter is expected to serve 63,000 meals over 6 months, and generate over \$500,000 in economic impact to the restaurant community.

**Additional Information, including the complete listing of restaurants participating in the campaign are available online at:** [GoodEatsDowntown.com](http://GoodEatsDowntown.com)

- MORE -

## RESTAURANTS PARTICIPATING IN THE **GOOD EAT\$ DOWNTOWN** INITIATIVE:

- Arepittas
- August Henry's Burger Bar
- Bae Bae's Café
- Bae Bae's Kitchen
- Christos Mediterranean Grille
- The Commoner
- Eadie's Market and Catering
- Harris Grill 4th Ave
- Las Velas Mexican Restaurant
- Market Street Grocery
- Millie's Homemade (*Market Square*)
- Primanti Bros. (*Market Square*)
- Proper Brick Oven & Tap Room
- Redbeard's On Sixth
- Revel
- Rosewater Middle Eastern Grill
- Scarpino
- Sree's Foods
- tākō
- Talia
- The Simple Greek
- The Speckled Egg
- The Warren Bar and Burrow
- Vallozzi's (*Pittsburgh*)
- Wiener World
- Yuzu Kitchen

### **About the Pittsburgh Downtown Partnership**

*Pittsburgh Downtown Partnership (PDP) is a dynamic, nonprofit organization comprised of business and community leaders, property owners, civic organizations, foundations and residents who provide energy, vision and advocacy for Downtown Pittsburgh. Working collaboratively with its partners, the PDP strives to create a positive Downtown experience for residents, workers and visitors alike. The PDP's strategic initiatives include clean and safe services, transportation, and economic development and advocacy. For more information, visit [www.DowntownPittsburgh.com](http://www.DowntownPittsburgh.com), follow us on Twitter at <http://twitter.com/downtownpitt> and "like" us on Facebook.*

###