

# PURPLE

## Restaurant Week

*DINE HERE*



DEMENTIA  
ALLIANCE  
of North Carolina

JOHNSTON COUNTY  
**April 19-25**



## 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:

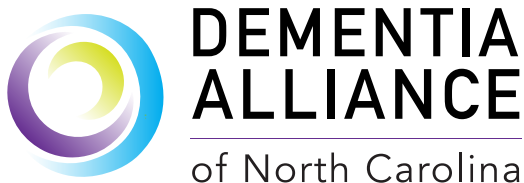
- Event branding and promotion is organized by DA-NC Event Committee
- You choose to participate all week or select day(s)
- You can choose for your meals to be dine-in or carry-out
- Restaurant week allows you to reach and impress new customers with your food and service
- Potential of new guests to 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**

**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
- academia
- social services
- assisted living providers



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[www.DementiaNC.org](http://www.DementiaNC.org)

## 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



