

MEDIA CONTACT

Kylie Wellman (972) 499-6649 kylie.wellman@hck2.com

FOR IMMEDIATE RELEASE October 26, 2015

Norma's Cafe to Sponsor First-Ever Chicken Fried Steak Bus Tour

5th annual Texas Chicken Fried Steak Day donations to benefit the North Texas Food Bank

(DALLAS) – On Monday, Oct. 26, Dallas' comfort food icon, <u>Norma's Cafe</u>, will celebrate the 5th annual Texas Chicken Fried Steak Day, a Texas-born holiday that was initiated five years ago by owner of Norma's Cafe, Ed Murph.

Several North Texas restaurants that are acknowledged for their delicious chicken fried steak partnered together on the first-ever Texas Chicken Fried Steak Day bus tour. A variety of sponsors across the Metroplex have donated for a spot on the bus, which will directly benefit the North Texas Food Bank. The fundraising amount has already surpassed the \$10,000 goal in pledges, which will supply approximately 30,000 meals to North Texans.

"We are grateful to Norma's Cafe for their tremendous support and generosity," said Matt Hacker, Director of Individual & Corporate Giving for the North Texas Food Bank. "This financial contribution will make a significant impact in the fight against hunger in the North Texas community and we're eager for a continued partnership for years to come."

The bus tour kicked off at Norma's Cafe in North Dallas and made stops at the following restaurants:

- West Side Cafe Fort Worth, TX
- Our Place Burleson, TX
- Court House Cafe Waxahachie, TX
- Norma's Cafe Dallas, TX

"Giving back to the community is a top priority at Norma's Cafe, and we're so excited for the opportunity to do that on one of our favorite days of the year," said Ed Murph, owner of Norma's Cafe. "Texas chicken fried steak has always been a Norma's Cafe staple dish and we're thrilled to celebrate this holiday with friends and other restaurants that appreciate Texas comfort food as much as we do."

In recognition of the holiday, each guest that dines at any of the three Norma's Cafe <u>locations</u> have the opportunity to participate in a raffle for free chicken fried steak for a year. Each location will announce one winner on Oct. 27.

The Texas Chicken Fried Steak Day bus tour is proudly sponsored by AMS Waypoint, Auto Chlor, Ben E Keith, Community Coffee, Freedom Meats, Front Desk Office Furniture, HCK2 Partners, Late Great Chevys, Quabbin Wire & Cable Co., Shepherd Equipment, Summit Wealth Partners, Swingle Collins & Associations and Synergy Enterprises.

For more information about the Norma's Cafe on W. Davis Street, Dallas Parkway or Gaylord Parkway, having Norma's Cafe cater your next meal or ordering its famous Mile-High Pies™, call **(972) 820-5871** or visit <u>www.NormasCafe.com</u>.

About Norma's Cafe

Norma's Cafe is a Dallas home cooking institution. Founded in 1956, Norma's Cafe serves up hot, fresh, and savory home-style meals, with a sinful Texan flare, which are sure to make your mouth water. The original location has been operating in Oak Cliff for more than 50 years. Norma's Cafe has two newer locations located in North Dallas and Frisco. Norma's Cafe is the rare type of cafe that one can stop by for a cup of freshly brewed coffee or a full-on family meal and leave equally satisfied. Norma's Cafe staples include big breakfasts, characterized by fluffy biscuits and gravy, satisfying dinners with award-winning chicken fried steak, and homemade, Mile-High Pies™ for dessert. Norma's Cafe is the one, the only, the original.

About North Texas Food Bank

The North Texas Food Bank (NTFB) is a top-ranked nonprofit relief organization. Each day, the North Texas Food Bank provides access to 170,000 meals for hungry children, seniors and families through a network of more than 1,000 programs and more than 200 Partner Agencies. In fiscal year 2014, NTFB provided access to some 62 million meals. NTFB is a member of Feeding America, a national hunger relief organization.