

MEDIA CONTACT

Jennifer Keith Francis (972) 499-6632 jennifer.keith@hck2.com

FOR IMMEDIATE RELEASE March 3, 2015

Norma's Cafe Supports American Red Cross – North Texas Region with "Red Cross Day at Norma's Cafe"

A portion of sales to benefit local American Red Cross chapter

(DALLAS) – Norma's Cafe, the original Dallas comfort food dining icon, will support the American Red Cross serving Dallas/Fort Worth on Wednesday, March 18 with "Red Cross Day at Norma's Cafe". A portion of the day's sales from all three restaurant locations will be donated to the Red Cross in support of its mission to alleviate human suffering in the face of emergencies.

In celebration of the day and of **National Red Cross Month**, Red Cross employees and volunteers will be dressed in vintage Red Cross nurse uniforms. Norma's Cafe guests will be introduced to the <u>Tornado App</u>, which is available on Apple and Android platforms by searching "Red Cross Tornado." **Guests who download the app will receive a free slice of Mile High Cream Pie™** on Red Cross Day at Norma's Cafe. The Tornado App alerts users of tornados in the area, provides a checklist of emergency procedures and helps locate shelters for protection.

"Community service is at the foundation of Norma's Cafe and we are honored to again support the American Red Cross as they provide emergency help to those in disaster situations," said **Ed Murph, owner of Norma's Cafe**.

"We are very happy to be partnering again with Norma's Cafe during Red Cross Month," said T.D. Smyers, regional chief executive officer, American Red Cross North Texas region. "Norma's Cafe goes out of their way to keep customers safe by encouraging folks to download our free tornado app. We're so appreciative of those efforts, because we know they save lives."

Red Cross donation cans will be at all Norma's Cafe locations throughout the entire month of March.

For more information about the Norma's Cafe in Oak Cliff, North Dallas or Frisco, having Norma's Cafe cater your next meal or ordering its famous Mile-High Cream Pies™, call (972) 820-5871 or visit www.NormasCafe.com.



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 Cream Pies™ for dessert. Norma's Cafe is the one, the only, the original.

About the American Red Cross

The American Red Cross shelters, feeds and provides emotional support to victims of disasters; supplies about 40 percent of the nation's blood; teaches skills that save lives; provides international humanitarian aid; and supports military members and their families. The Red Cross is a not-for-profit organization that depends on volunteers and the generosity of the American public to perform its mission. For more information, please visit redcross.org or visit us on Twitter at RedCross.