



Chefs, restaurants and wineries unite in support of those devastated by the North Bay fires
Benefiting Tipping Point Emergency Relief Fund and Restaurants Care

November 13-19, 2017

Dear Chefs,

The devastating fires in the North Bay have deeply impacted the restaurant community in the Bay Area and nationally. Wine Country is where many of us have made homes, built businesses, and toasted with friends. The region provides a bounty of wine, produce, meat, dairy and so much more for our hospitality community.

Many of us are looking for meaningful and long-lasting ways to contribute to the recovery effort, and ways we can mobilize to help raise much-needed funds for our community to rebuild.

We invite you and your restaurant to participate in **ChefsGiving Week, November 13-19, 2017**, a national effort to raise at least \$1 million for those in need of temporary and long-term housing throughout the North Bay.

You can help. Together, we can make a huge impact. Please join us.

Participating restaurants are asked to commit to raising \$2,500, \$5,000 or \$10,000 through ChefsGiving menus, dedicated menu items, or a special fundraising event the week of ChefsGiving. Pop-ups powered by Feastly before and during ChefsGiving Week will also be available for chefs without a permanent restaurant space. Dominique Crenn, two-star Michelin chef of Atelier Crenn, is the chef chair, and has already enlisted the support of some of the country's most recognized chefs and restaurants. Our goal is to recruit 100 restaurants throughout the Bay Area, and an additional 100 across the country.

We will also hold a **ChefsGiving Gala on Sunday, November 19**, at the Ferry Building in San Francisco. Chaired by Debbie Zachareas of Ferry Plaza Wine Merchant, the event will be hosted by Liam Mayclem and Leslie Sbrocco, feature wine from 50 wineries across California and the world, and food by restaurants in the Ferry Building. We'll also launch the inaugural Chef Humanitarian of the Year Award at the Gala, presented by Williams-Sonoma.

Bay Area restaurants participating in ChefsGiving Week will also be asked to contribute a **\$100 gift certificate** to include in the Gala's live auction, silent auction or raffle, which will help us raise even more funds.

To confirm your participation in ChefsGiving Week, please contact Jen Pelka, founder and principal at Magnum PR, jen@magnumpr.co, or any member of the Planning Committee listed on the next page, as soon as possible so that we may include you and your restaurant in our promotion of the event.

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All chefs and restaurants who participate in ChefsGiving Week will be given two complimentary tickets to attend the gala, so please save the date!

We will officially announce **ChefsGiving** this week and will have a strong digital marketing presence, with @ChefsGiving on Instagram and Twitter, plus a Facebook presence, an email marketing program and website at chefsgiving.org. Marketing partners include the Golden Gate Restaurant Association, San Francisco Hotel Council, San Francisco Travel, CBS Radio, restaurant and hospitality public relations and marketing professionals throughout the Bay Area, and many more.

ChefsGiving was founded by Liam Mayclem (“Foodie Chap” on KCBS), the Golden Gate Restaurant Association (GGRA) and a team of Bay Area chefs, PR professionals, and leaders in the Bay Area restaurant industry.

Thank you for your interest and support!

The ChefsGiving Planning Committee

Executive Committee

Liam Mayclem, CBS (Founder and Executive Producer)
Diana Haven, Ellipses (Producer)
Jen Pelka, Magnum PR (Publicity/Chef Committee)
Gwyneth Borden, Golden Gate Restaurant Association
Yuliya Patsay, Golden Gate Restaurant Association (Digital Marketing/Website)
Amanda Shepherd, Ellipses (Social Media)

Wine and Gala Committee

Debbie Zachareas, Ferry Plaza Wine Merchant (Chair)
Kristen Green, Kristen Green PR
Shelley Lindgren, A16 and SPQR
Leslie Sbrocco, KQED’s “Check, Please! Bay Area”

Chef & Restaurant Committee

Dominique Crenn, Atelier Crenn (Chair)
Traci Des Jardins, Jardinière
Ranjan Dey, New Delhi Restaurant
Sara Deseran & Joe Hargrave, Tacolocious
Mark Dommen, One Market
Gerald Hirigoyen, Piperade
Hubert Keller, Fleur and Burger Bar
David Lawrence, 1300 Fillmore
Laurent Manrique, Café de la Presse and Aquitaine
Roland Passot, La Folie
Charles Phan, Slanted Door
Anna Weinberg, Park Tavern and Marlowe
William Werner, Craftsman & Wolves
Xavier Salomon, The Ritz-Carlton, Half Moon Bay

Advisors

H. Joseph Ehrmann, Elixir
Christine Farren, CUESA
Andrew Freeman, af&co.
Mary Risley, Food Runners