



247 Factory St., Watertown, NY 13601—(315) 782-8440 - (315) 782-8441
www.WatertownUrbanMission.com – Find Us on Facebook

For Immediate Release

Contact Drew Mangione, Director of Development

Dinner at Denny's on December 20 to Benefit Your Mission
Family Restaurant to Donate 20% of All Sales from 4 p.m. to 10 p.m.
to Help Needy Families Through Your Watertown Urban Mission

Denny's offering prizes and bringing in Santa Claus to show appreciation for your participation

WATERTOWN (December 17, 2012) – The Watertown location of America's largest family restaurant will donate 20 percent of all sales – dine in or take out – this Thursday from 4 p.m. to 10 p.m. to the Watertown Urban Mission to help families in need.

"Denny's is a proud member of this community and we are excited to give back through our support of an organization that helps so many people in our community," said Scott D. Parks, general manager. "We're not asking anyone to do anything special, just come in and eat or take a meal home and we'll donate 20 percent to the Mission. We're thankful for the Mission's work to help people in need and we're proud to be a part of those efforts in this holiday season."

"We are so grateful for the generosity of Denny's," said Erika Flint, Watertown Urban Mission executive director. "Scott and Jenny came to us with this idea and we are thrilled to see how committed they are to helping neighbors in need and the restaurant's commitment to this community."

All patrons of the restaurant during the event will be a part of the promotion. No special coupons or verbal commitment to your server will be needed. Additionally, Denny's has partnered with Sam's Club and the Impossible Dream Thrift Store to offer prizes throughout the evening and from 7 p.m. to 9 p.m., Santa and Mrs. Claus will be on hand to greet children. A donation box will also be at Denny's for nonperishable food and personal hygiene items.

"The Mission does so much for the community and we just wanted to do something special for them and even look to making this a regular fundraiser," said Jenny Witham, Denny's employee and organizer of the event. "Denny's is all about community and the Watertown Urban Mission makes our community stronger every day."

The Watertown Urban Mission brings community minded individuals, businesses, organizations and churches together to help families through difficult times with programs that provide food and drink, offer clothing and other household needs, assist the homeless in securing housing, give the addicted and imprisoned a chance to get their lives back on track, aid the sick with prescriptions and help getting to medical appointments, and more. Through generous donor and volunteer support, the Watertown Urban Mission helps neighbors to rise above difficult circumstances, which, in turn, strengthens our community as a whole.