

George Washington Birthday Celebration Committee 11th Annual #GWCherryChallenge



The George Washington Birthday Celebration Committee, appointed by the Alexandria Mayor and City Council, proudly announces its Eleventh Annual Cherry Challenge. This is an easy, attention-grabbing, fun event that will benefit your restaurant! In the spirit of the famous cherry tree tale, Alexandria celebrates George Washington's historic presence in his hometown by inviting restaurants to participate in this culinary contest... with your customers as the judges! **There is no fee for participation.** Your commitment is needed by **JANUARY 25** to ensure that your restaurant is included in our publicity.

This event is designed to generate buzz for Alexandria restaurants, boost customer traffic, encourage chefs to get creative and excited about their special offerings, and enable us to offer a tasteful event that keeps George Washington's memory alive in his hometown! Prizes will be awarded to winning chefs. We will encourage diner participation by awarding a prize for the patron who tastes and rates the greatest number of cherry creations – our frequent cherry diner award.

All you need to do is create and serve one or more menu items that include **CHERRIES**. You may use fresh cherries, dried cherries, canned cherries...whatever form you desire. Categories are Beverage, Appetizer, Entree, and Dessert. You will feature your creation(s) from **JANUARY 27 through FEBRUARY 10, 2019**. Each patron who orders a cherry creation will be given information on how to vote for your creation or a physical ballot. (We will supply the voting information and supplies). At the end of the contest, we will collect and tally the ballots. It is important to encourage your patrons to try your creations because if less than 20 customers vote on an item, its score will be reduced.

You're also encouraged to provide us with a photo of your creation(s) so we can feature them in social media promotions. (Providing us with links to your Facebook, Twitter, or Instagram accounts will help facilitate that promotion.)

ALL participating restaurants will:

- **Be featured on the George Washington Birthday Celebration Committee's website which is visited by thousands and be promoted via Facebook and Twitter outreach.**
- **Be included in publicity for our events: press releases, social media promotions, news articles, website marketing, Gazette Packet and Alexandria Times articles, etc. It's hard NOT to know about at least ONE of our February events if you live ANYWHERE in Northern Virginia!**
- **Be included in posters prepared for you to display**

In addition, the winner in each category will receive the following:

- **Invitation to participate in the largest George Washington Birthday parade in the country, taking place midday in Alexandria on February 18, 2019**
- **The winning restaurant's name and featured menu item will be announced from the parade grandstand during the parade**
- **Handsome certificate that can be displayed at your restaurant**

We look forward to your involvement in this exciting **free** opportunity. We need your commitment by January 25 to ensure that your restaurant is included in the publicity.

Cherry Challenge information and a link to register is also provided on our web site at www.washingtonbirthday.com. To ask questions or to confirm your participation, contact the Cherry Challenge Committee Co-Chairs Kristen Eastlick at Kristen.eastlick@gmail.com or Danny Smith at danny.smith@SothebysRealty.com (703-505-7845).