



MEDIA ALERT

Invitation to Restaurants to Participate in *Dine Latino Restaurant Week* During Hispanic Heritage Month

Philadelphia, PA – August 7, 2024 – The Greater Philadelphia Hispanic Chamber of Commerce (GPHCC) is pleased to announce the upcoming edition of *Dine Latino Restaurant Week (DLRW)* during Hispanic Heritage Month. DLRW is an initiative designed to support and celebrate Latino-owned restaurants. We are inviting all Latino-owned restaurants in the region to sign up and be a part of this successful event from September 15-21, 2024.

"We are thrilled to invite Latino restaurants to join *Dine Latino Restaurant Week*. This initiative takes advantage of Hispanic Heritage Month to celebrate the rich diversity of our cuisine and to provide a platform for local restaurants to gain visibility and new customers. Our goal is to support and strengthen the Latino culinary community in Philadelphia and the region," says Jennifer Rodriguez, President and CEO of the GPHCC.

What is Dine Latino Restaurant Week?

DLRW has been held in the spring and fall since 2020. This event not only highlights the rich culinary diversity of Latino restaurants, but also seeks to attract new customers and increase the recognition of their businesses beyond the Latino market.

Benefits of Participating:

1. **Media and Social Media Exposure:** In the 2023 edition, DLRW reached a total of 198 million media impressions and more than 1 million social media impressions. This massive reach offers an invaluable opportunity for your restaurant to gain visibility and attract new customers.
2. **Participation of Recognized Talent:** Award-winning restaurants and chefs are part of the event, raising the profile of the event and bringing well-deserved attention to culinary excellence within the Latino community.
3. **Support and Resources:** The GPHCC offers technical assistance through informational webinars and other resources to help restaurant owners maximize their participation and success during the event.

How to Enter:

Restaurants interested in participating in DLRW can register by visiting our website at <https://www.philahispanicchamber.org/restaurant-week.html> or by contacting us directly through Mayra Soto, at 215-845-5456, ext. 304, or by email msoto@philahispanicchamber.org. Registration is open until **September 2**. It's wise to sign up early to get the most out of your restaurant promotion.

Dine Latino Restaurant Week is more than a celebration of food; is a testament to the resilience and vitality of the Latino culinary community. Join us in this opportunity to highlight your restaurant and delight new customers with your unique flavors.

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About GPHCC:

The Greater Philadelphia Hispanic Chamber of Commerce (GPHCC) is an organization dedicated to supporting the economic growth and representation of Latino businesses in the Philadelphia region. Through various initiatives and events, GPHCC seeks to strengthen the Latino business community and foster an inclusive and thriving environment for all.

To schedule an interview with Jennifer Rodriguez or Mayra Soto, please contact Maria Cristina Rios, mariacristina@philahispanicchamber.org or 484-463-7661.