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The Greater Philadelphia Hispanic Chamber of Commerce (GPHCC) and partners celebrate the success of Dine Latino's first Takeout Weekend by extending the initiative.

Hispanic-owned restaurants can request to be listed as an establishment offering takeout and delivery as part of Dine Latino Takeout Weekend and benefit from the promotion by GPHCC, its network and partners.

Philadelphia, Pa. – The Greater Philadelphia Hispanic Chamber of Commerce (GPHCC) in partnership with Finanta, Community First Fund, and Widener University SBDC, created an initiative to help Hispanic-owned restaurants market their availability for takeout and delivery services called Dine Latino Takeout Weekend. Due to overwhelming success reported by restaurants, GPHCC will extend the campaign.

“Participants overwhelmingly reported that they saw revenues increase compared to the previous week, that they attracted new customers and increased social media activity. They also reported that their priority is to overcome the COVID-19 economic crisis. As a result, we have decided to continue promoting Latino restaurants that provide delivery and takeout as long as they are required to close their dining rooms”, said Jennifer Rodriguez, President & CEO of GPHCC.

Around 60 restaurants participated in the first weekend and GPHCC keeps an open call for new ones to add themselves to the list via the GPHCC website, www.philahispanicchamber.org. The added push in social media from GPHCC and its partners inspired many to order takeout in support of Latino-owned eateries in Greater Philadelphia. Dine Latino also garnered attention across Pennsylvania with the Pittsburgh Metropolitan Area Hispanic Chamber of Commerce showing its support via **Twitter** and a Harrisburg Latino newspaper, La Voz Latina Central, joining the cause as a media partner.

Latino Takeout Weekend was created with the hopes to minimize the impact for Hispanic businesses in the Delaware Valley Region as part of the mission of GPHCC to advocate for Hispanic businesses and encourage the economic advancement of the Hispanic community. The initiative focuses on small businesses owned and operated by Hispanic entrepreneurs and excludes larger chain restaurants. There are no fees to participate and restaurants don't have to be members of GPHCC. The service is free to the restaurant community from GPHCC & partners to help keep Hispanic-owned food establishments afloat during the economic downturn of the coronavirus crisis and beyond.



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OF COMMERCE**

Leveraging the combined networks of all the partners and supporters of Latino food enthusiasts across the Delaware Valley (PA/DE/NJ), GPHCC encourages foodies to order take out or delivery from Hispanic-Owned eateries throughout the stay at home order from officials. Foodies can also search for new restaurants to try on www.philahispanicchamber.org/dine-latino.

In addition to the promotion of restaurants, GPHCC, Finanta, Community First Fund, and Widener University Small Business Development Center also came together to provide streamlined, bilingual information and resources for small businesses affected by the Coronavirus. They are working together to identify resources and information focused on helping small business owners manage and recover from the impact of the Coronavirus. Access to this information is free to all small businesses, including non-GPHCC members, on the GPHCC site, www.philahispanicchamber.org.

For more information on Dine Latino Takeout Weekend or to request that your restaurant be added to the list, please visit www.philahispanicchamber.org/dine-latino. If you'd like to partner with us in these efforts, please reach out to Javier Suarez, VP of Strategic Partnerships at jsuarez@philahispanicchamber.org.

About GPHCC

The Greater Philadelphia Hispanic Chamber of Commerce (GPHCC) is a 501 C3 not-for-profit organization devoted to promoting the advancement and economic growth of Hispanic businesses and professionals in the Greater Philadelphia Region. For more information about the GPHCC, please visit: www.philahispanicchamber.org.

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