

FOR IMMEDIATE RELEASE:

CONTACT:

Shannon D. Smith
Beach Walk – Crystal Beach
Phone. 850.650.7100
Fax. 850.654.5865
Shannon@BeachWalkCafe.com
www.BeachWalkCafe.com

**Beach Walk Serves Up Fine Dining for a Cause
During DiRoNA Week 2005**

First-ever North American restaurant week to aid childhood hunger is August 22-26

Destin FL

Beach Walk is among the hundreds of top restaurants in North America participating in an all-new initiative to help fight childhood hunger. DiRoNA Week 2005, launched by the Distinguished Restaurants of North America (DiRoNA) and Share Our Strength, will be held August 22-26.

During DiRoNA week, restaurants like Beach Walk that have earned the prestigious DiRoNA Award of Excellence will offer a special prix-fixe menu, donating a portion of proceeds to Share Our Strength, a nonprofit organization that fights childhood hunger on local, national and international levels by awarding grants to nonprofit organizations and offering nutrition-education training. SOS has raised more than \$180 million since it was founded in 1984.

DiRoNA Week will give the premier dining establishments in the U.S., Mexico and Canada an opportunity to showcase their unique menus while raising funds for an important cause.

“Currently, no other ‘restaurant week’ is held across North America,” said Larry Work, Chairman of DiRoNA and President of Sam & Harry’s Management Company, which owns and operates two DiRoNA Award-winning restaurants—Sam & Harry’s and The Caucus Room—in Washington, DC. “We are pleased to partner with a great organization like Share Our Strength to launch this initiative throughout Canada, the United States and Mexico.”

Founded in 1990, DiRoNA serves as an independent restaurant-industry authority for recognizing and promoting excellence in dining. Headquartered in New York, NY, DiRoNA is the only organization of its kind to offer a fine dining guarantee in all of North America. To become eligible for the DiRoNA Award, restaurants must be in

operation, under the same ownership, for a minimum of three years. Award recipients are chosen based on an anonymous 75-point inspection program, which reviews every detail of the dining establishment including the food, wine, service, physical property and décor. Information about DiRoNA week and participating restaurants can be found on www.dirona.com.

“At Beach Walk, we strongly believe in giving back to the community. We are proud to be one of the DiRoNA restaurants contributing to such a worthy cause as eliminating childhood hunger. Every child deserves enough to eat for a productive and healthy life. Please join us, together we can bring awareness to childhood hunger in America” Chef Tim Creehan

About Beach Walk

As a DiRoNA award-winning restaurant, Beach Walk is Destin’s only beachfront fine-dining restaurant on the Gulf of Mexico. Beach Walk is also the recipient of Florida Trend’s Golden Spoon Award Beach Walk and is distinguished as one of the Top Twenty-Five Restaurants in all of Florida. Tim Creehan has been voted Best Chef on the Emerald Coast by readers of Emerald Coast Magazine. Beach Walk’s wine list has been selected to receive the prestigious Wine Spectator Award of Excellence. Chef Tim Creehan’s tailored menu features Gulf Coast and island fusion cuisine with French, Italian and Japanese influences. USDA Prime aged steaks, fresh seafood and an extensive wine list round out Beach Walk’s eclectic menu. www.beachwalkcafe.com

About DiRōNA

DiRōNA was established in 1990 to promote the fine dining industry. This non-profit organization conducts independent restaurant inspections and offers the only fine dining guarantee in North America. The DiRōNA Award of Excellence is bestowed upon only the most distinguished fine dining establishments. To be eligible, restaurants must be in operation, under the same ownership, for a minimum of three years. The rigorous, anonymous, 75-point inspection process scrutinizes every aspect of the dining experience—food, wine, service, physical property and décor. To date, nearly 800 restaurants have received the DiRōNA Award.

About Share Our Strength

Share Our Strength, leading our nation in the fight against childhood hunger, is committed to building the first hunger-free generation in America. More than 13 million children face hunger in our country, and through innovative fund-raising opportunities - from holding volunteer-led special events to developing unique corporate partnerships - Share Our Strength is working to make sure these children will have access to nutritional foods that allow them to learn, grow and thrive. Since its founding in 1984, Share Our Strength has raised more than \$188 million, supporting more than 1,000 anti-hunger, anti-poverty organizations in North America and abroad. For more information please visit www.strength.org." For more information please visit www.strength.org