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FOR IMMEDIATE RELEASE

**Urbane Cafe's Latest Grand Opening
Includes Charitable Giving**

*Today's fast casual restaurants need more than just great food to succeed.
Urbane Cafe's latest Grand Opening is a perfect example.*

North Hollywood – July 6th, 2020 – Voted for having “Best Sandwich” by the Ventura County Reporter, **Urbane Cafe** is opening its newest cafe in North Hollywood, located in the NoHO West shopping center at 6160 Laurel Canyon Drive, Suite 120, on Monday, July 6th at 11:00 am. The North Hollywood location will become the 19th family-owned cafe in Southern California. To celebrate its opening, Urbane Cafe will host days of special giveaways, fundraisers, and complimentary meals starting Monday, July 6th at 11:00am. Guest may sign up for a special invitation to the event on Eventbrite by searching Urbane Café in North Hollywood.

On Grand Opening Day, Urbane Cafe plans to match funds donated by patrons supporting Brotherhood Crusade & Food Forward during the Grand Opening Fundraiser on July 6th at either 11:00am – 2pm or 4pm-8pm.

Tom Holt, the owner and founder of Urbane Cafe, stated, “Giving back to our local communities and being socially responsible is a major, foundational pillar that has supported our Urbane Cafe brand from the very first opening of Urbane Cafe 17 years ago. It is important for our staff to connect with our guests and to care about our community in the very same way we care about the preparation of our hearty, fresh, focaccia sandwiches and generous, healthy salads and bowls.”

The two Grand Opening events will kick off a week full of giveaways. On Tuesday, July 7th, Urbane Cafe will provide complimentary meals for all our hard-working teachers and staff. On Wednesday July 8th they will spoil all Healthcare Heroes to a free meal, followed by kids eat free on Thursday July 9th. Finally, on Friday, July 10th, local neighbors possessing a golden ticket will receive a complimentary meal. Local businesses be on the lookout for our Urbane team who will randomly be passing out golden tickets! Also follow us on social media to come join the celebrations!

Schedule of events:

Monday, July 6th, 11:00am – 2pm

GRAND OPENING – VIP PARTY – PARTENERED WITH BROTHERHOOD CRUSADE

Local residents and Urbane fans sign up at <https://www.eventbrite.com/e/urbane-cafe-vip-grand-opening-party-lunch-tickets-110896438232>. Allow us to spoil you with a handcrafted sandwich or farm-fresh salad, craft sodas, house made lemonades and delicious freshly baked cookies while giving back to the community. Brotherhood Crusade was Founded in 1968 to provide necessary resources, supportive services, & a voice of advocacy to traditionally underserved communities. Check out our Facebook Events page @UrbaneCafe for more details.

Monday, July 6th, 4pm – 8pm

GRAND OPENING – VIP PARTY- PARTNERED WITH FOOD FORWARD

Local residents and Urbane fans sign up at <https://www.eventbrite.com/e/urbane-cafe-vip-grand-opening-party-dinner-tickets-110900929666> . Allow Urbane Cafe to spoil you with a handcrafted sandwich or farm-fresh salad, craft sodas, house made lemonades and delicious freshly baked cookies while giving back to the community. Food Forward fights hunger and prevents food waste by rescuing fresh surplus produce, connecting this abundance with people in need and

inspiring others to do the same. Check out our Facebook Events page @UrbaneCafe for more details.

Tuesday, July 7th, 11:00am – 8:00pm

TEACHER APPRECIATION DAY

All Teachers showing their teacher ID will receive a complementary sandwich, salad, or bowl. Be sure to reserve your spot at <http://UrbaneCafe.eventbrite.com>.

Wednesday, July 8th, 11:00am – 8:00pm

HEALTHCARE GIVEBACK DAY

As a way to thank our local healthcare heroes, all of our well-deserving, hard-working, Doctors, Nurses, EMT's and healthcare staff will dine free. ID required.

Thursday, July 9th, 11:00am – 8:00pm

KIDS EAT FREE!

Bring in the kids under 12 for a free kids meal with the purchase of an adult meal.

Friday, July 19th, 11:00am – 8:00pm

LOVE OUR NEIGHBORS DAY – Local Urbane Cafe neighbors will randomly receive menus the week before opening. Lucky winners will find a golden ticket inside the menu. Those possessing a golden ticket will receive a complimentary meal on this day. Guests must present their golden ticket to redeem their reward.

Urbane Cafe would be delighted to have their local community members join them for one of these fun, worthwhile events. For more information about their opening events or questions about Urbane Cafe, please visit <https://urbanecafe.com>, contact Caprice Kindgren at CapriceW@urbanecafe.com, or call (805) 648.2500.

Event Location:

Urbane Cafe
6160 Laurel Canyon Blvd
Suite 120,
North Hollywood, Ca
91606

Social:

Facebook: <https://www.facebook.com/UrbaneCafeNoHO>

Twitter: <https://twitter.com/UrbaneCafe>

Instagram: <https://www.instagram.com/UrbaneCafe/>

ABOUT URBANE CAFE

Known for its fresh fire-baked focaccia breads, hand-carved meats and hearty salads, Urbane Cafe is a consistent favorite on Yelp, Google, TripAdvisor and other restaurant review websites. Popular with health-and-budget-conscious customers for 16 years, Urbane Cafe is a lunch and dinner destination for families and business people who want a fast, fresh, affordable meal. The lunch and dinner menu at each Urbane Cafe restaurant features fresh, healthy sandwiches and salads served in a warm, inviting setting. Catering and Take-Out are also popular. Though the restaurants span from Southern California to the Central Coast, owner Tom Holt retains a close, hands-on role in every aspect of the business, ensuring that standards of quality are consistent throughout the chain.

URBANE CAFE HISTORY

It all started in 2003 when owner Tom Holt realized there was a missing niche in the Ventura restaurant scene. He wanted a great sandwich and salad – something different, while still being dedicated to delicious tasting food. He understood that every great sandwich starts with the freshest of bread, so he designed the cafe around a hearth oven. Working with his friend Pete, they came up with a bread recipe that was soft, delicious and baked fresh, right in front of your eyes. It didn't stop there though, he created a menu centered around locally sourced ingredients, juicy-roasted meats, and crafted sauces to give each creation its own unique flavor. Urbane Cafe loves being the place where friends, family and communities gather to celebrate and make memories over delicious food. Our passion is to have our guests walk out happy every time and keep them coming back for more.

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