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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.*

**PASADENA – May 7th, 2018** – Voted for having “Best Sandwich” by the Ventura County Reporter, **Urbane Cafe** is opening its newest cafe in Pasadena located in the heart of Pasadena at 218 S. Lake Ave. Pasadena, CA on Monday, May 14 at 11:00 am. The Pasadena location will become the 15<sup>th</sup> family-owned cafe in Southern California. To celebrate its opening, Urbane Cafe will host a week of special giveaways, fundraisers, and complimentary meals starting Friday, May 11<sup>th</sup> at 11:30am.

Before it officially opens its doors, Urbane Cafe plans to match funds donated by patrons supporting the following local charities during three Pre-Grand Opening Fundraisers: Young and Healthy, Reading Partners, and Stars Lake Ave Foundation.

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 15 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.”

All three pre-events will lead up to the official grand opening on Monday, May 14, where the first 50 guests in line will be eligible to win free sandwiches for a month and will all receive a special giveaway. On Tuesday, May 15, Urbane Cafe will provide complimentary meals for all our hard-working law enforcement, firefighters and veterans. On Wednesday, May 16, Urbane Cafe will share the love with local teachers in our community by providing complimentary meals and a special gift. Continuing the week, on Thursday, May 17, local neighbors possessing a golden ticket will receive a complimentary meal. Then, to end the week of celebration, all students will receive a complimentary sandwich or salad with a school ID. So, come join the celebrations!

**Schedule of events:**

***Friday, May 11<sup>th</sup>, 11:30am – 1:30pm***

**PRE-GRAND OPENING – YOUNG & HEALTHY.** Young and Healthy provides access to high-quality healthcare for uninsured and underserved children and families in greater Pasadena

***Friday, May 11<sup>th</sup>, 5:00pm – 7:00pm***

**PRE-GRAND OPENING – READING PARTNERS** Reading Partners of Pasadena partners with the community to work toward a future where all children have the support they need to become lifelong readers and learners

***Saturday, May 12<sup>th</sup>, 11:30am – 1:30pm***

**STARS – LAKE AVE. FOUNDATION** Lake Avenue Community Foundation is providing the tools necessary for those in vulnerable communities to thrive academically, emotionally, economically and spiritually.

***Monday, May 14<sup>th</sup>, 11:00am – 9:00pm***

**URBANE CAFE'S OFFICIAL GRAND OPENING**

First 50 guests in line will receive a free gift and be entered to win free sandwiches for a month.

***Tuesday, May 23<sup>rd</sup>, 11:00am – 9:00pm***

**SERVICE GIVE BACK DAY**

As a way to thank our local civil service personnel, all of our well-deserving, hard-working Law Enforcement, Fire personnel and Veterans will dine free. ID required.

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***Wednesday, May 16th, 11:00am – 9:00pm***

**TEACHER APPRECIATION DAY**

All current teachers showing their ID will receive a complimentary sandwich or salad, AND first 100 will receive a special gift.

***Thursday, May 17th, 11:00am – 9:00pm***

**LOVE OUR NEIGHBORS DAY** – Local Urbane Cafe neighbors lucky enough to have been awarded a golden ticket will receive a complimentary meal. Guests must present their golden ticket to redeem their reward.

***Friday, May 18th, 11:00am – 9:00pm***

**SAVVY STUDENT DAY** – All students showing their ID will receive a complimentary sandwich or salad.

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 Christi Christian at [Christ@urbanecafe.com](mailto:Christ@urbanecafe.com), or call (805) 648.2500.

**Event Location:**

Urbane Cafe  
218 S. Lake Ave.  
Pasadena, CA 91101  
(626) 202-1616

**Social:**

Facebook Event: <http://bit.ly/UrbaneCafePasadena>  
Facebook: <https://www.facebook.com/UrbaneCafePasadena/>  
Twitter: <https://twitter.com/UrbaneCafe>  
Instagram: <https://www.instagram.com/UrbaneCafe/>

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## **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 14 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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