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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.*

BAKERSFIELD – June 25th, 2018 – Voted for having “Best Sandwich” by the Ventura County Reporter, **Urbane Cafe** is opening its newest cafe in Bakersfield, located in East Bakersfield at 2658 Mt. Vernon Ave. Bakersfield, CA on Monday, June 25 at 11:00 am. The Bakersfield location will become the 16th 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, June 22 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: Camp Keep, Kern Medical Foundation, and Bakersfield Ronald McDonald House.

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, June 25th 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, June 26, Urbane Cafe will provide complimentary meals for all our hard-working law enforcement, firefighters and veterans. On Wednesday, June 27, Urbane Cafe will share the love with local teachers in our community, and those hard-working employees at the Superintendent's office, by providing complimentary meals and a special gift for the first 100 teachers. Finally, on Thursday, June 28, local neighbors possessing a golden ticket will receive a complimentary meal. Local businesses be on the lookout for our Urbane team who will have cookies and samples and hidden in some will be a golden ticket! Come join the celebrations!

Schedule of events:

Friday, June 22nd, 11:30am – 1:30pm

PRE-GRAND OPENING – CAMP KEEP. The Kern Environmental Education Program (KEEP) offers Residential Outdoor Science Education for 5th and 6th graders at two separate and beautiful coastal campuses: KEEP Ocean in Montaña de Oro State Park and KEEP BY-THE-SEA! in Cambria. There, students use the natural environment as a living laboratory. Children learn about ecological concepts while they explore and study a variety of ecosystems through first-hand experiences. Students, teachers and counselors share the enriching experience of living in cabins together, eating community meals, learning on the trails, playing science games by starlight, singing songs around a campfire and falling asleep to the sound of the ocean.

Friday, June 22nd, 5:00pm – 7:00pm

PRE-GRAND OPENING – KERN MEDICAL FOUNDATION - Kern Medical Foundation is proud to partner with our community to secure funds and resources necessary to support Kern Medical's life-changing and life-saving programs. By raising private support, the Foundation is able to raise funds for patient services, facilities, equipment and for research efforts.

Saturday, June 23rd, 11:30am – 1:30pm

RONALD MCDONALD HOUSE - Since opening in 2009, the Bakersfield Ronald McDonald House has provided comfort, care and support to children and families in Southern California. Their hope is to create a community where children and their families embrace life and healing with a sense of hope, enthusiasm, courage and joy by keeping families close to each other and the care they need

Monday, June 25th, 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, June 26th, 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

Wednesday, June 27th, 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, June 28th, 11:00am – 9:00pm

LOVE OUR NEIGHBORS DAY – Local Urbane Cafe neighbors will randomly receive cookie bags the week before opening. Lucky winners will find a golden ticket inside the bag. 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 Christi Christian at Christi@urbanecafe.com, or call (805) 648.2500.

Event Location:

Urbane Cafe
2658 Mt. Vernon Ave
Bakersfield, CA
93306
(661) 542-9090

Social:

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

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 15 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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