



## \*\*\*MEDIA ALERT\*\*\*

### Latino Restaurant Association kicks off “Cinco de Impact” initiative on Cinco De Mayo to benefit Latino restaurants for entire Month of May

**On Tuesday, May 5, 2020**, The Los Angeles-based Latino Restaurant Association kicks off their national “Cinco De Impact” initiative. “Cinco de Impact” invites you to celebrate Latino culture by supporting your favorite Latino restaurants so they can still be around for next year’s Cinco de Mayo celebration.

In the U.S. **Cinco de Mayo** has become a national celebration day of Mexican food and culture, so this **Cinco de Mayo**, we want to encourage Los Angeles and foodies across the country to lend their support by giving back to local Latino restaurants who like many others, are having a hard time keeping their doors open.

Los Angeles is a majority Latino city and Latin cuisine is a major cornerstone of food and culture. Latino restaurants represent over 15% of the city’s total restaurants, where the majority of the workforce are Latinos! The projection is that over 50% of Latino-owned small businesses will not be able to survive the current financial crisis.

**WHAT:** Latino Restaurant Association’s “Cinco de Impact” campaign to benefit Latino restaurants

**WHEN:** Tuesday, May 5th  
To continue for the entire Month of May

**WHERE:** At your favorite Latin food restaurant!

**WHO:** Latino Restaurant Association  
[www.latinorestaurantassociation.org](http://www.latinorestaurantassociation.org)  
Lilly Rocha – Latino Restaurant Association  
[Lilly.rocha@mail.com](mailto:Lilly.rocha@mail.com)  
(925) 212-4016

**WAYS TO HELP:**

1. Buy from your local Latino restaurants (and ask your friends, colleagues and family to do the same)
2. Donate directly to the Latino Restaurant Association Fund, which is financially supporting business-owners and Latinos who have lost their jobs as a result of Covid19

3. Support and thank our medical heroes on the frontlines of the pandemic with delicious meals bought from local Latino restaurants. By donating to the Latino Restaurant Association fund, your contribution will support both efforts.
4. Become an ambassador and spread the word about the initiative. We will provide a communication guide with sample materials you can use to drive support and amplification on your social media and with your network.
5. Become a media partner and create content around the initiative so your audiences gain awareness and get activated to participate.

**About The Latino Restaurant Association**

The Latino Restaurant Association supports and promotes all types of Latino restaurant businesses and their auxiliaries. The Latino Restaurant community is vast and strong and coming together for critical issues as a business community allows everyone to thrive!

**#####**