



FOR IMMEDIATE RELEASE

Contact: Jessica Kliner, 757-452-6592, [jkliner@downtonnorfolk.org](mailto:jkliner@downtonnorfolk.org)

### **WHO WILL CRUSH THE COMPETITION THIS YEAR?**

*Downtown Norfolk's First Fridays Crush Competition is July 5  
Sip. Sip. Vote.*

NORFOLK, Va. – (June 2019) – Downtown Norfolk Council and the Downtown Restaurant Coalition are ready to crush it again on July 5. Since the First Fridays street party takes a break in July, the [First Fridays Crush Competition](#) steps in for a frosty way to spend a Friday evening.

The challenge involves 15 participating bartenders who will create and compete with their version of the satisfactorily delicious crush cocktail. The winner is crowned as KING OF THE CRUSH and gets \$500 cash! Last year's defending champion is Brick Anchor Brew-House with their super creative and delicious lemon crush.

"Last year was outrageously successful," said Jessica Kliner, marketing director for Downtown Norfolk Council. "It's a fun way to venture through Downtown's many offerings with your friends. And, it's amazing how creative Downtown bartenders can be when you throw in a little friendly competition."

It's easy to join in the fun. Check out restaurants that are in the [First Fridays Crush Competition](#) on the Facebook page and sample their creations from 5 to 8:30 pm on July 5 at each location. Try as few or as many as you like. Then, just vote for your favorite crush on the FB event poll. Voting ends at 9:30 pm that evening.

Each participating restaurant has a limited number of special Crush Competition cups and will offer \$2 samples until they sell out. If you love it, you can purchase a full size cocktail. Score cards will be available to keep notes of your favorites. Please drink responsibly and don't drink and drive.

"We loved participating in this new event with Downtown Norfolk Council," said Phil Smith, owner of Brick Anchor. "We iced our competition and donated the prize money to the Elizabeth River Trail Foundation."

First Fridays Crush Competition is produced by Downtown Norfolk Council and sponsored by S.L. Nusbaum Realty Co. and Wells Fargo Center.

The Downtown Norfolk Council is a private, not-for-profit membership organization comprised of businesses and individuals working toward a dynamic, attractive and prosperous Downtown. DNC also manages the Downtown Norfolk Improvement District,

a 48-block special services district with enhanced services that keep Downtown friendly, safe and spotless. Connect with Downtown Norfolk on Twitter, Facebook and Instagram or visit [DowntownNorfolk.org](http://DowntownNorfolk.org).

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