



FOR IMMEDIATE RELEASE

Contact: Jessica Kliner, 757-452-6592, jkliner@downtownnorfolk.org

BRICK ANCHOR CRUSHED THE COMPETITION

NORFOLK, Va. – (July 2018) – Downtown Norfolk Council and the Downtown Restaurant Coalition got creative in an effort to have some friendly and fun competition this July. Since the First Fridays street party takes a break in July, it provided the perfect date and time for a new event, the First Fridays Crush Competition.

The challenge was met by 20 participating restaurants that concocted their own versions of the satisfyingly delicious crush cocktail. Each restaurant was given 75 branded Crush Competition cups, and most restaurants ran out. That's a lot of cocktails! And, scorecards were given to customers to keep track of their favorites.

Brick Anchor won the competition and the cash prize of \$500. Leone's came in second, and third was 456 Fish.

"The event was an overwhelming success," said Jessica Kliner, marketing director for Downtown Norfolk Council. It engaged the Downtown community and provided some fun competition to see which crush appealed to the most people," "The bartenders got creative, and the winning crush from Brick Anchor was a lemon crush finished with a mini bomb popsicle."

"We loved participating in this new event with Downtown Norfolk Council," said Phil Smith, owner of Brick Anchor and chair of the Downtown Restaurant Coalition. "We were out to win and iced our competition. We are very pleased to donate the prize money to the Elizabeth River Trail Foundation."

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.

###