



Newport Rib Companies Celebrate 25 Years of Operations With Local Charity Events

“25 Days of Charity” Fundraiser to Benefit 75 Local Community Organizations

Costa Mesa, Calif. – October 2008 – Seventy-five local area schools and charities will be receiving cash donations from Newport and Naples Rib Companies at the conclusion of *25 Days of Charity* – the month-long fundraising event hosted by the family-owned and operated restaurants Newport Rib Company (Costa Mesa), Naples Rib Company (Long Beach) and Newport Rib Company @ Ladera Ranch. Commemorating the Ursini family’s 25 years of serving delicious barbeque throughout Southern California, *25 Days of Charity* aims to give back to the communities that have supported the restaurants, and the Ursini family, for a quarter century.

“No business stays in business for 25 years without hard work, but no amount of hard work compares to the loyalty we’ve seen from the people frequenting our restaurants all these years,” said Fran Ursini, founder and patriarch of Newport and Naples Rib Companies. “Our fundraising events are a great way to say ‘thank you’ to the local communities that we’ve had the pleasure of serving the past 25 years.”

25 Days of Charity is the latest rendition of fundraising events the restaurants have hosted for years. It works like this: Each restaurant location selects 25 local charities to benefit from the fundraiser, making 75 charities in total. From November 5 through November 30, dining patrons simply identify their support for one of the featured charitable organization, and 20% of their dinner receipt is set aside for presentation to the charity of choice at closing ceremonies.

At the end of the 25 days, participating organizations are invited to closing ceremonies at each respective restaurant, where they receive donation checks, group and individual photos, business networking opportunities and complimentary dinner from Newport and Naples Rib Companies.

Closing ceremonies will take place on three consecutive nights the first week of December:

Newport Rib Company Costa Mesa – Tuesday, December 2

Naples Rib Company Long Beach – Wednesday, December 3

Newport Rib Company @ Ladera Ranch – Thursday, December 4

“Charitable organizations fight a constant, uphill battle to raise funds for their cause,” said John Ursini, proprietor of Newport Rib Companies. “The great thing about *25 Days of Charity* is that we provide a virtually a turn-key fundraising event, where basically all anyone has to do is eat!”

Newport and Naples Rib Companies provide promotional starter kits to help each charity maximize its fundraising at *25 Days of Charity*. The more diners select a given charity, the more that charity receives in donations, so each participating organization receives promotional templates, flyers, email reminders and more to help encourage involvement. For more information on *25 Days of Charity*, visit www.ribcompany.com/25Days

Newport/Naples Rib Companies

Family owned and operated since 1984, Newport Rib Company, Naples Rib Company and Newport Rib Company @ Ladera Ranch feature the best in catering, take out and dine in barbeque with baby back ribs, beef ribs, steaks, chicken, seafood and more. With two locations in Orange County and one in Los Angeles County, Newport & Naples Rib Companies are truly Southern California’s #1 place for delicious barbeque. For more information, contact managementteam@ribcompany.com; call (949) 631-2110; or visit www.ribcompany.com

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