



**Media Contact:**  
Angela Perry  
E: [angela@mosaicgroup.co](mailto:angela@mosaicgroup.co)  
P: 561.651.9565

**PRESS RELEASE**

**FOR IMMEDIATE RELEASE**

## **THE HALLANDALE BEACH CRA LAUNCHES INAUGURAL HALLANDALE EATS RESTAURANT WEEK TO SUPPORT LOCAL RESTAURANTS DURING COVID-19 CRISIS.**

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**Hallandale Beach, FL – September 26, 2020** – The Hallandale Beach Community Redevelopment Agency (HBCRA) is proud to present their Inaugural Hallandale Eats – Restaurant Week, September 24- 30, 2020. The weeklong event falls underneath the CRA’s BE Local Campaign which was created to encourage Hallandale Beach residents, as well as visitors to “buy and eat locally” in effort to support the local economy.

Due to the COVID-19 crisis many local businesses including restaurants, eateries and caterers have experienced substantial loss in revenue or have been forced to close their doors. In response to the pandemic the HBCRA developed an innovative and aggressive approach to providing relief for businesses including initiatives such as Hallandale Eats Week, BE Local, Order In-Hallandale Beach, and a \$500,000 small business stimulus fund which assisted Twenty four (24) local businesses in remaining open and/or overcoming financial obstacles due to the crisis.

Hallandale Eats Week falls in line with the CRA’s COVID-19 response efforts and will feature twenty-two (22) of Hallandale’s top eateries participating free of cost. The event will also allow patrons to enjoy prix-fixed meals to-go or for delivery for an affordable price in effort to promote safety. In addition to free digital promotions, participating location also received branded delivery bags, posters & other printed materials that will remind patrons to shop and eat locally in the City of Hallandale Beach.

According to interim city manager and CRA executive director Dr. Jeremy Earle, “The goal of Hallandale Eats Week is to help stabilize local restaurants & eateries by providing the support they need to sustain during these difficult times. The CRA team believes that it will take a city-wide joint effort to help Hallandale remain the diverse & thriving city that we have come to know and love. We encourage all Hallandale residents & surrounding areas to Eat and Buy Local. ”

For more information on Hallandale Eats Week and a full list of participating restaurants, visit [www.cohbcra.org/Hallandaleats](http://www.cohbcra.org/Hallandaleats)

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**ABOUT THE HALLANDALE BEACH CRA**

Since 1996, the mission of the Hallandale Beach CRA is to promote economic development and enhance quality of life by eliminating and preventing blighted conditions through the facilitation of community partnerships, business growth, job creation, and neighborhood rehabilitation.