

# George Washington Birthday Celebration Committee Cherry Challenge



The George Washington Birthday Celebration Committee, appointed by the Alexandria Mayor and City Council, proudly announces its **Tenth Annual Cherry Challenge**. This is an easy, attention-grabbing, fun event that will benefit your restaurant! In the spirit of the famous cherry tree tale, Alexandria celebrates George Washington's historic presence in his hometown by inviting restaurants to participate in this culinary contest...with your customers as the judges! **There is no fee for participation.** Your commitment is needed by **JANUARY 25** to ensure that your restaurant is included in our publicity.

This event helps generate buzz for Alexandria restaurants, boosts customer traffic, encourages chefs to get creative and excited about their special offerings, and enables us to offer a tasteful event that keeps George Washington's memory alive in his hometown! Prizes will be awarded to winning chefs. We will encourage diner participation by awarding a prize for the patron who tastes and rates the greatest number of cherry creations—our frequent cherry diner award.

All you need to do is create and serve one or more menu items that include **CHERRIES**. You may use fresh cherries, dried cherries, canned cherries...whatever form you desire. Categories are Beverage, Appetizer, Entree, and Dessert. You will feature your creation(s) from **JANUARY 28 through FEBRUARY 11, 2018**. Each guest who orders one of your cherry creations will be given information on how to vote for that item **via text**. The 2018 contest is sponsored by the **Historic Properties Group of TTR Sotheby's International Realty** in Alexandria.

You're also encouraged to provide us with images/photos of your creations so we can feature all of the items in our social media promotions. (Providing us with links to your Facebook, Twitter, and Instagram accounts will help facilitate that promotion.)

ALL participating restaurants will:

- **Be featured on the George Washington Birthday Celebration Committee's website which is visited by thousands and be promoted via Facebook and Twitter outreach.**

- **Be included in publicity for our events: press releases, social media promotions, radio public service announcements and TV appearances, website marketing, Gazette Packet and Alexandria Times articles, etc. It's hard NOT to know about at least ONE of our February events if you live ANYWHERE in Northern Virginia!**
- **Be included by name in posters prepared for you to display**
- **Receive small cards to use with your table checks or in your table tents announcing participation and inviting patrons to return during Cherry Challenge week**

In addition, the winner in each category will receive the following:

- **Invitation to participate in the largest George Washington Birthday parade in the country, taking place midday in Alexandria on February 19, 2018**
- **The winning restaurant's name and featured menu item will be announced from the parade grandstand during the parade**
- **Handsome certificate that can be displayed at your restaurant**

We look forward to your involvement in this exciting **free** opportunity. We need your commitment by January 25 to ensure that your restaurant is included in the publicity.

Cherry Challenge information and a link to register is provided on our web site at [www.washingtonbirthday.com](http://www.washingtonbirthday.com). To ask questions or to confirm your participation, contact the Cherry Challenge Committee Co-Chairs Kristen Eastlick at [Kristen.eastlick@gmail.com](mailto:Kristen.eastlick@gmail.com) (703-200-3329) or Danny Smith at [danny.smith@SothebysRealty.com](mailto:danny.smith@SothebysRealty.com) (703-505-7845).



Many thanks to the Historic Properties Group in Alexandria for sponsoring the Tenth Annual Cherry Challenge!