



Sabrina Flores  
Communications  
Discover Albany  
sabrina@relentlessaware.com  
914.619.0312

FOR IMMEDIATE RELEASE

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## FEBRUARY 2022 DECLARED 'RESTAURANT APPRECIATION MONTH' IN ALBANY COUNTY BY DISCOVER ALBANY

*Prizes to be given to one winning restaurant and one lucky customer with simple steps*

ALBANY, N.Y. (Feb. 1, 2022) – Discover Albany, Albany County's convention and visitors bureau, has declared the upcoming month of February as 'Restaurant Appreciation Month' throughout Albany County. While COVID-19's restrictions have hurt many locally-owned businesses, Discover Albany has made it easy to support Albany County restaurants while customers and businesses alike are each entered for a chance to win a prize at the end of the month.

Throughout the month of February, Capital Region locals are encouraged to dine with their favorite restaurants via takeout, curbside pickup, delivery or dine-in. Customers should then email a screenshot or photo of their receipts to [info@albany.org](mailto:info@albany.org) until 11:59 p.m. on Feb. 28, 2022 for a chance to win an Albany County gift basket. Business owners are also encouraged to spread the word, as one lucky restaurant will also win a free Promotional Partnership with Discover Albany for 2021 worth \$500.

Capital Region locals are encouraged to share photos of their meals on social media with the hashtag **#LoveAlbanyRestaurants** to highlight Restaurant Appreciation Month and spread the word.

"The leisure and hospitality segment are still feeling the devastating effects of the COVID-19 pandemic," said Jill Delaney, President & CEO, Discover Albany. "Staffing shortages and supply chain issues are just a few of the obstacles they continue to face daily. Albany County's local restaurants are such an important piece of our vibrant community for visitors and residents. We are joining forces for the second year in a row with various organizations across Albany County to show all our restaurants some love and just how much we all appreciate them. Last year's initiative was successful and we hope that once again our community will show up and support our restaurants and will have some fun and amazing food along the way."

Restaurant Appreciation Month is made possible by a partnership with Discover Albany, Capital Region Chamber of Commerce, Guilderland Chamber of Commerce, Lark Street Business Improvement District, Colonie Chamber of Commerce, Bethlehem Chamber of Commerce, Downtown Albany Business Improvement District, UpState New York Black Chamber of Commerce, Central Avenue Business Improvement District and the City of Cohoes.

"We are thrilled to have the support of Discover Albany and its' partners in helping to promote the diverse array of restaurants across Albany County," said Dominick Purnomo, Owner Yono's & dp An American



Brasserie. “As has often been voiced, ad nauseam, over the last 24 months restaurants across the country have faced unprecedented adversity due to COVID-19. From the initial shutdown in March of 2020 to labor shortages, difficulty in supply chain issues, legislative red tape and more; restaurants have faced unparalleled adversity. Albany County features the most diverse array of restaurants in upstate New York. From James Beard recognized world class fine dining to regional institutions to neighborhood bistros and pubs and a myriad of multifaceted ethnic cuisines not found anywhere else in the region, Albany County has it all!”

“The Guilderland Chamber is very excited to partner with Discover Albany and our local Chambers & BIDs on Albany County Restaurant Appreciation Month in February,” said Danielle Walsh, Executive Director, Guilderland Chamber of Commerce. “For a local chamber of commerce, it is crucial for us to partner with our neighbors to cross-promote and work together on a County wide effort. It expands our reach and benefits our members through the enhanced promotion Discover Albany can offer. It has been a difficult couple of years for many of our member restaurants, they can’t always offer the traditional prix fixe menu that they used due to rising costs and labor shortages. By partnering on Albany County Restaurant Appreciation Month, we can promote what our member restaurants are already offering without more work on them. It’s a great partnership and we can’t wait to celebrate all month long!”

All restaurants within Albany County are eligible to win and require no action on their end. Restaurants are encouraged to spread the word of Restaurant Appreciation Month to increase their chances of winning. Graphics to share on businesses’ social media can be found in the Albany County Restaurants’ Toolkit at [albany.org/restaurants/restaurant-appreciation-month](http://albany.org/restaurants/restaurant-appreciation-month) under the ‘Sample Social Media Posts for Restaurants’ link.

One winning customer and one winning restaurant will each be chosen at random from separate drawings on Monday, March 1. Each customer can have multiple entries with each submitted receipt photo, even from different restaurants. The same goes for multiple entries for each restaurant with every customer’s submitted photo. The winning customer’s gift basket includes various Albany-themed goodies.

For more information on Restaurant Appreciation Month or details on how to win, visit [albany.org/restaurants/restaurant-appreciation-month](http://albany.org/restaurants/restaurant-appreciation-month).

For more information on Discover Albany, or their Promotional Partnership terms, please visit [albany.org](http://albany.org).

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*About Discover Albany: The Albany County Convention & Visitors Bureau, Inc. was established in 1976 to promote the civic and commercial progress of the community through increased development of conventions and tourism. Today, the organization is known as Discover Albany. Discover Albany currently represents more than 300 member businesses and assists each year in hundreds of regional meetings. Discover Albany also operates the Discover Albany Visitors Center, Henry Hudson Planetarium, and the Albany International Airport Information Center. The Albany County Convention and Visitors Bureau Foundation was established in 1993 to provide educational opportunities and work with other organizations to secure grants and funding to advance regional travel and tourism projects. For more information, call 518-434-1217 or 800-258-3582 or visit [www.albany.org](http://www.albany.org).*

