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March 23, 2020

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FOOD-A-GO-GO: SUPPORTING HAWAI‘I RESTAURANTS THROUGH COVID-19

New website launches to support local restaurants with takeout and delivery

Honolulu, HI — Hawai‘i Agricultural Foundation (HAF), in cooperation with many of its partners, will replace its Localicious® campaign over the next few weeks with a campaign to support **all** Hawaii restaurants who are open for takeout and delivery during this COVID-19 pandemic. The new initiative – Food-A-Go-Go – asks customers to consider takeout, delivery or curbside pickup as an alternative means of providing meals for their families in order to help our local restaurants that have had to close in-room dining. Customers can go to FoodAGoGo.org to find the latest up-to-date information on all restaurants that remain open with delivery, takeout or curbside pickup options. All Hawai‘i restaurants, from mom-and-pop to fine dining, are welcome to participate and can submit an online form with information on their services.

The launch of Food-A-Go-Go arrives in the midst of Localicious® month, HAF’s month-long campaign promoting restaurants who support Hawai‘i’s farmers, ranchers and fisherman; and raises funds for HAF’s K-12 agricultural education programs. As the COVID-19 pandemic has adversely affected the restaurant industry with business closures and staff layoffs, HAF is shifting its focus from Localicious® to Food-A-Go-Go. HAF will launch new television and radio PSAs with its media partners, aimed at encouraging the public to consider takeout. Community, corporate, media organizations and many others are helping by donating airtime, funding, and marketing support to promote the message.

“We need to come together now more than ever to support our local restaurant industry and their workers, says HAF executive director Denise Yamaguchi. “Food-A-Go-Go is a completely free resource for restaurants and customers and we encourage the community to do what they can do to support our local restaurants statewide.”

“We 100% support the actions of our government leaders to slow the spread of COVID-19, but the toll these actions are taking on our restaurant and hospitality industry is devastating,” says Jason Wong, president of Sysco Hawai‘i. “Sysco Hawai‘i is proud to support Food-A-Go-

Go in an effort to provide an alternative to cooking at home where you can order ready-made takeout meals from your favorite neighborhood restaurants.”

Visit FoodAGoGo.org to find a restaurant and order takeout, curbside pickup, or delivery.

Food-A-Go-Go is a community service by Hawai‘i Agricultural Foundation and Hawai‘i Food and Wine Festival supported by Sysco Hawai‘i , Hawai‘i Gas, Hawaii News Now, iHeartMedia, KITV, KONG Radio, 94.7KUMU, KWXX, KNWB, B97 Hilo, B93 Kona, KPOA 93.5, KJKS KISS 99.9, Hawai ‘i Restaurant Association, Digital Illustrations, First Daughter Media, Library Creative, Mākaha Studios. Data provided in part by “Hawaii Grinds @ Home” by Melanie Kosaka and Ryan Ozawa (<http://HawaiiTech.com>).

About Hawai‘i Agricultural Foundation

The Hawai‘i Agricultural Foundation is a non-profit charitable organization created to promote agriculture and farming. Established in 2007, HAF’s mission is to support and sustain Hawai‘i’s agricultural industry by addressing critical needs and services of farmers and the agricultural industry, and by better connecting the farmers with the community and vice-versa. For more information, visit HawaiiAgFoundation.org

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