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FOR IMMEDIATE RELEASE

Dining downtown during Improv-ICE to benefit Channel One Regional Food Bank

ROCHESTER, Minn.—Typically the main attraction as ice bars at SocialICE, downtown bars and restaurants will be featured in a new way during [Improv-ICE](#), an adaptation of SocialICE, in February.

Restaurants and bars have been especially hard-hit by COVID-19 dining restrictions. The Rochester Downtown Alliance is helping them and those in need in the Rochester community through the Improv-ICE Buy a Meal, Give a Meal campaign.

“This initiative was directly inspired by the generosity displayed by our downtown food and beverage community throughout the pandemic, despite facing their own challenges,” said Holly Masek, RDA executive director. “Since last March, downtown’s restaurants have donated both food and money to people in need, first responders, and charitable organizations. We hope the Buy a Meal, Give a Meal campaign inspires Rochester to support our amazing restaurant community, while continuing in this generous spirit.”

From February 4 to 11, 2021, for every transaction (dine-in check, take-out order, gift card purchase, etc.) recorded at participating downtown restaurants, a group of community supporters will donate a meal to Channel One Regional Food Bank. The initial donor group includes Bill the Pie Guy, ISG, and Associated Bank.

To unlock the donations to Channel One Regional Food Bank, customers simply need to purchase meals or gift cards at participating restaurants and bars between February 4 and February 11, 2021. RDA will tally restaurants’ self-reported transactions and announce the final number of meals donated after Improv-ICE’s conclusion.

“The generosity that Rochester restaurants have shown to its local non-profits and to the community in the past is remarkable. Channel One is thrilled that RDA is both fighting food insecurity and promoting the support of these restaurants that have supported us,” said Jessica Sund, Channel One director of development and communications.



Participating downtown restaurants to date include:

- Benedict's Rochester
- Bleu Duck Kitchen
- Café Steam
- Cameo Restaurant
- Chester's Kitchen & Bar
- Nellie's on 3rd
- Pasquale's Neighborhood Pizzeria
- Pescara
- Terza Ristorante

RDA is seeking community members to partner on the Buy a Meal, Give a Meal campaign and financially support the meal donation portion of the program. Interested donors can contact info@rdowntownalliance.com.

Improv-ICE, an adaption of SocialICE, is February 4-11, 2021. More details can be found at DowntownRochesterMN.com/Improv-ICE.

About the Rochester Downtown Alliance

The Rochester Downtown Alliance is a nonprofit corporation comprised of a broad range of people representing property owners, business leaders, the city, and others with a direct stake in enhanced business and economic development conditions in the downtown district. We work together to build a vibrant downtown community. We believe a strong core positively impacts the greater city of Rochester. Through a series of special events, activities, and initiatives, we create energy, excitement, and a unique character to downtown Rochester, Minnesota.

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