

Max's American Grill—Ithaca's Family-Friendly Restaurant— Opens its doors to Big Brothers, Big

Sisters, *A longstanding beacon in the Ithaca community, Max's Classic American Grill dedicates March 7, 2010 to the Ithaca Youth Bureau and Big Brothers, Big Sisters. The restaurant's executive chef will explain what it means to "be a chef" while performing a live demonstration in Max's kitchen. Little Brothers and Sisters will participate in some hands-on cooking... followed by a meal that they have helped to create!*

Ithaca, New York January 25, 2010 – Max's American Grill joins with the Ithaca Youth Bureau (IYB) for a day of family, fun, and feasting! March 7, 2010 marks the First Annual "March at Max's" where young Ithacans will roll up their sleeves and create their own pizza under the supervision of Salvatore Palermo, Executive Chef of Max's Grill.

Located at the Holiday Inn, in downtown Ithaca, Max's has been providing quality food in a family-friendly atmosphere for 16 years. Holiday Inn is a proud sponsor of Big Brothers, Big Sisters, and the Ithaca location is looking to take a more active role. "The staff at the Holiday Inn is proud of this community and the overall intention from Ithacans for the greater wellness of its citizens and families. We want to be a part of that effort. Let this be the first step in that journey," said Tiffany Gallagher, General Manager. Additionally, Ms. Gallagher is extending an incredibly generous offer to ALL members of Big Brothers, Big Sisters ALL year round. Thanks to the success of the current "Kid's Eat Free" deal for all hotel guests, any member of Ithaca's Big Brothers, Big Sisters will also be included! Any day, any time, youth members of Big Brothers, Big Sisters can enjoy a FREE MEAL—including a beverage and desert—compliments of Max's American Grill and the Holiday Inn, Ithaca.

The IYB and Big Brothers Big Sisters work to expand the horizons of growing up through the power of one-to-one relationships. A network of 385 agencies serving 255,00 children of single-low-income parents along with their 255,000 mentors, Big Brothers Big Sisters has been recognized by President Obama with his recent proclamation of a National Mentoring Month in January. "Quote from Joe Gibson at IYB about program and excitement."

"I personally am inspired by the raw creativity and unbiased excitement that kids have toward cooking" says Chef Palermo. "The kitchen provides somewhere you can come and just be you. All kids should have that in their lives."

The First Annual "March at Max's" will kick off on Sunday, March 7 from 2-4pm. To sign up for the event, or to get involved with Big Brothers Big Sisters, please contact Joe Gibson at (607) 273-8364. "Quote from Justin Sandoval about how excited he is to be involving the community and getting more people to see what a great restaurant Max's really is." For a full menu, including information about Max's Famous Friday Fish-Fry, visit www.maxsclassicamericangrill.com.

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