



Silver Diner Wants You To “Eat Well, Do Well”

Local Restaurant Launches Two New Initiatives to Keep the Community Healthy

(Vocus) June 14, 2010 -- Silver Diner (<http://www.silverdiner.com>), the local MD, VA and NJ restaurants offering families high-quality, healthy meals in a fun atmosphere, continues to maintain its Fresh & Local initiative with two new programs designed to encourage people to Eat Well and Do Well. Continuing its support of the local community, Silver Diner has launched its “Eat Well, Do Well” (<http://www.silverdiner.com/eat-well-do-well>) rewards program. Working with Action for Healthy Kids (http://take.actionforhealthykids.org/site/Clubs?club_id=1211&pg=main) and the Virginia Food Systems Council (<http://www.virginiafoodsystemcouncil.org/>), “Eat Well, Do Well” will not just reward club members like traditional loyalty programs but will also donate funds to local schools to improve nutrition and fitness programs. The funds raised this summer will be used to provide fresh and local, healthier food options for this fall’s Farm to School Week. Silver Diner will continue to raise funds on an ongoing basis to put towards school’s healthy kids programs.

Silver Diner has been focusing on keeping today’s youth educated and excited about nutrition by offering a full kids menu featuring 20 different entrees, more than half designed to offer healthy options. Of the 30,000 kids meals served each month, the restaurant has seen a significant increase in the amount of children opting for the healthy choices.

“With a growing concern over the rise in childhood obesity, school lunches have taken the spotlight. With the increased involvement from companies like us and public figures such as the First Lady, we can help turn the tide,” said Robert Giaimo, co-founder and CEO of Silver Diner. “As a nation, we are struggling to find the funds to ensure that our children have the healthy and fresh options they need to fight obesity.

‘Eat Well, Do Well’ was developed to contribute to our own local community, guaranteeing \$30,000 from the summer launch to fund Farm to School Week and an additional goal of \$150,000 to fund programs throughout the year, with the hope of becoming a national initiative to help solve the under-funding of school nutrition programs.”

In addition to bringing fresh and healthy food choices to the local schools, Silver Diner will bring local farm fresh fruits, vegetables and produce to the community. Starting Saturday, June 11th, Silver Diner will be holding Farmers Markets at various locations. The inaugural event will be held at the restaurant’s Clarendon location. The market will remain open from 9:00 a.m. to 2:00 p.m. and will feature fresh produce and vegetables from The Maple Avenue Market Farm and Lucia’s Farm.

“We want to feature as much local food as possible in our menu selections, so what you see on the outside, you will eat on the inside. Our Farmers Market gives us access to fresh picked produce to use in our restaurant and offers local farms a venue to sell their products,” said Ype Von Hengst, co-founder and chef at Silver Diner. “When we updated our menu, we brought food straight from the farm to our tables, now we’ve brought the actual farm!”

For more than 20 years, Silver Diner has been a part of the DC metro area’s history, serving home style favorites to local families. But, the local icon has updated its menu with local, farm fresh ingredients (<http://www.silverdiner.com/healthier-dining-options>). Silver Diner now boasts a food supply from local farms such as Kreider and Martin to offer meat, eggs, milk, produce and even coffee shipped within a few hours rather than days. The menu also features new sections for those guests on restrictive diets including “600 Calorie Entrées” and “Gluten Free Options” in addition to the classics customers love.

About Silver Diner

With restaurants throughout Maryland, Virginia and New Jersey, Silver Diner is the preferred local restaurant for families seeking high-quality and healthy choices. The Diner offers classic American Favorites prepared with fresh and local ingredients. Guests get a high quality family dining experience in a retro-cool diner atmosphere.

For more information and to view the complete directory of locations visit www.SilverDiner.com. Visit the Silver Diner on Facebook (<http://www.facebook.com/pages/The-Silver-Diner/168532409200>) or follow @silver_diner (http://twitter.com/Silver_Diner) on Twitter for the latest information and deals.

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