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RED, WHITE AND NEW... ROUND IT UP AMERICA™ !

YARD HOUSE RESTAURANTS INTRODUCES PHILANTHROPIC PROGRAM; SELECTS ORANGE COUNTY COMMUNITY FOUNDATION AS PARTNER

Irvine, California--(June 30, 2009) – Helping others is as American as apple pie and baseball. As the Fourth of July holiday nears, Yard House Restaurants has launched Round it up America™!, a new and innovative philanthropic program created to help feed the needs of local charities. The concept is currently in place at the company's Irvine Spectrum location and will be implemented company-wide on July 28.

The pay it forward concept is simple and invites guests of Yard House to “round up” their restaurant check to the nearest dollar with the remaining change donated to local charities. Joining Yard House in this philanthropic endeavor are Mission Partners Maria's Italian Kitchen, found throughout Los Angeles, and Marmalade Café and Catering Company, with multiple locations from Orange County to Santa Barbara. The long-term goal is to bring Round it up America™!, to other restaurants -- from individual establishments to national chains – who are interested in joining the cause and adopting the program into their own business models.

Orange County philanthropist and entrepreneur Harald Herrmann, chief executive officer of Yard House Restaurants, conceived the Round it up America™! concept. He has championed many charitable causes and is a founding member of the Orange County

Susan G. Komen Pink Tie Guys, an influential group that works to bring breast cancer awareness to the forefront of the business community. The message is simple: America's restaurants feeding the needs of local charities. Round up. Donate Change. Make a Difference.

Each Yard House location, from Southern California to Waikiki Beach, southern Florida to Kansas City, will be part of the Round it up America™! program with monies specifically earmarked for charities that have a direct impact on the citizens in each individual community. Donations will be granted bi-annually to selected non-profit organizations and administered by the Orange County Community Foundation.

Monies raised from Round it up America™! in Orange County will benefit three charities: Share Our Strength (SOS), whose mission is to put an end to childhood hunger; Mercy House, which provides homeless prevention, emergency services, transitional housing and permanent housing with supportive services to homeless men, women and children; and the Council On Aging (COA), charged with serving older and dependent adults and their families advocating for health, well-being and legal rights of adults needing or receiving services.

In addition, ten percent will also be reserved for a national emergency relief fund, and three percent will be granted to the National Restaurant Association Scholarship Fund. Nearly 100 percent of the proceeds will be distributed among the various organizations with a small percentage allocated for administrative expenses to facilitate the program.

“The economic downturn has impacted non-profit organizations that depend on charitable donations to help the people they serve,” said Herrmann. “Many Americans can no longer open their wallets so freely or write checks for large sums of money because they have also been impacted by the economy. Round it up America™! empowers individuals of all ages and income levels to donate nominal change and be part of a larger, more collective sum.”

His vision is to bring Round it up America™! to other restaurants -- from individual establishments to national chains -- that will join the cause and adopt the program into their own business models.

The program, which supports local charities in the various markets where Yard House Restaurants has locations, will be administered by the Orange County Community Foundation (www.oc-cf.org). OCCF plays a key role in the program: it will help identify and qualify nonprofit organizations; distribute it up America™! grants; and serve as a connector with other community foundations in the markets where Yard House Restaurants are located. Known as the premier philanthropic resource in Orange County, OCCF connects donors and non-profit organizations that have a common goal of improving the quality of life for their communities.

“Round it up America™! is a great way for Orange County residents to make a charitable contribution to support needs in our community,” said Shelley Hoss, president of the Orange County Community Foundation. “The concept has potential for tremendous leverage. While the individual donations may be nominal -- even just 50 or 75 cents -- the collective sum is powerful. This new program demonstrates that Yard House Restaurants is an innovative philanthropic leader in our community and its sector.”

It’s been said that giving starts at home, and that’s where Round it up America™! begins as well. Yard House is organizing its hourly team members to also help make a positive change by participating in the cause as well. Round it up America’s™! mantra, “Helping to Feed the Needs of Our Communities,” extends from servers and kitchen managers to the bartenders and busboys. It’s an opportunity for the team members of Yard House to get behind the cause and educate others on the power of collective giving.

For more information on Round it up America™!, please contact the Yard House home office at 949.727.0959 or at www.rounditupamerica.org.

For more information on the Orange County Community Foundation, call 949.553.4202 or visit www.oc-cf.org.

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