

GRAND BOULEVARD

— Sandestin® —

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Mitchell's Fish Market Donates Over 700 Pounds of Clothing, Furniture and Milk to Waterfront Rescue Mission

Walton County, Fla., October 1, 2007 – The motto at Mitchell's Fish Market is "Yes is the answer. What is the question?" This philosophy not only applies to the unparalleled customer service they give each guest but also to their commitment to the growth of their local community. This week, the 50 plus associates at Mitchell's Fish Market in Grand Boulevard at Sandestin® went above and beyond for their community by donating 12 gallons of milk, 15 large boxes of clothes estimated at 700 – 800 pounds, bedding, furniture, shoes, canned goods and money to the Waterfront Rescue Mission in Fort Walton Beach.

"It's a priority of ours to support the community in which we do business. This team made it happen by collaborating together, finding an organization to partner with and driving the process. We just supported the idea," stated Dave Goloversic, general manager for Mitchell's Fish Market in Grand Boulevard.

Cameron Mitchell Restaurants, the Ohio-based parent company of Mitchell's Fish Market, created the Culture Club for its nine different restaurant concepts to encourage philanthropic efforts in the communities in which they exist. At the inaugural Culture Club meeting for the recently opened Mitchell's Fish Market in Grand Boulevard, Jonathan Shanbrom suggested the Waterfront Rescue Mission.

"I've been volunteering at the Waterfront Rescue Mission for six months now, helping them cook, unload boxes, organize or anything else that they might need. During my experience, I've noticed things that they were greatly in need of and thought this was a great time to help," stated Shanbrom, a cook at Mitchell's Fish Market.

Over the course of two weeks, Mitchell's staff, friends and loyal patrons together collected items of need and money for the Waterfront Rescue Mission. Since 1949, this organization has been assisting people all along the Gulf Coast with housing, food and drug and alcohol abuse problems. A constant need of the Waterfront Rescue Mission is milk - most grocery merchants are not able to donate milk products because of liability issues.

"Clothing is another huge need for them. The people who come to stay there do not have anything. They are in desperate need of clothing, food and shelter," stated Shanbrom.

Chaplain George, director of the Waterfront Rescue Mission, said that they serve up to 100 meals each day and that number increases to 1,200 meals during Thanksgiving and Christmas. There is no limit to what areas they serve - from Crestview to Santa Rosa Beach to Valpariso and all surrounding areas. Waterfront Rescue Mission is not government funded so they greatly rely on community partners, such as Mitchell's Fish Market, to help meet their needs.

"We know that we are not much without our community so it's very important to us to give back," stated Stephanie Epstein, banquet coordinator for Mitchell's Fish Market. "This is the first of many initiatives we have planned for our Culture Club. It's a fun thing for us to do as a family while helping others in need."

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