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FOR IMMEDIATE RELEASE

Bengal Coast Restaurant to Team Up with Dallas Children's Charities Profit Teaming With Charity to Reach New Customers

DALLAS, March 18, 2009—Dallas Children's Charities brings the latest of its social networking fundraisers to Bengal Coast Restaurant this Friday, March 20, at the restaurant.

Co-hosted by Friends of Bengal Coast Restaurant, the fundraiser is set for 5:30-9 p.m. Features include free appetizers and valet parking, and discounted beverages served from four bars. A \$5 per person donation, all benefitting Dallas Children's Charities, is requested. An estimated 400 guests are expected to attend.

Dallas Children's Charities and Bengal Coast Restaurant both know and appreciate the benefits of fundraisers at restaurants, particularly as a fun way to reach new guests and patrons.

"For years now, Dallas Children's Charities has held monthly social networking mixers, and we are always looking for new venues to join with us," said Michael Vernone, a Director of Dallas Children's Charities. "We have found that partnering with restaurants across the Metroplex creates a win-win for all parties. Our regular events stay fresh and exciting, while we bring our exposure and the business of our loyal supporters to the newest and best places around town. Bengal Coast Restaurant is known for its food, is centrally located, and the owners have been supporters of Dallas Children's Charities since well before this venture, so hosting an event with them is a natural."

"One reason we have been successful, aside from our great food, is our philanthropic partnerships," said Bill Knetsch, of Bengal Coast Restaurant. "When we partner with a non-profit organization like Dallas Children's Charities, we offer them the space, appetizers, drink specials - they bring the people. We are able to introduce new clients to our restaurant while serving the needs of a local charity. With the current economic times being what they are, we all have to get creative with our marketing and this type of partnership works - and it works well!"

Bengal Coast Restaurant is an innovative concept that presents "the other Asia" - India, Thailand, Indonesia and Malaysia -- to Americans. The creative team is led by founder Mark H. Brezinski, a veteran restaurateur who most recently co-founded Pei Wei Asian Diner. The restaurant is located in the Centrum Plaza Building, Cedar Springs at Welborn, Dallas.

This social mixer is open to the general public. No reservations are needed. For more information about Dallas Children's Charities, please visit: www.dallaschildrenscharities.org.

Dallas Children's Charities assists community organizations that work with underprivileged children throughout the year with funding, in-kind donation and volunteer support. Since 1977, the Dallas Margarita Society/Dallas Children's Charities and its volunteers have contributed over one million hours of community service and more than 155,000 toys and gifts valued at more than \$3,500,000. In 2008 alone, over \$654,150 in toys and cash was donated to "at risk" youth in North Texas and the charities and organizations which work with them on a regular basis.

The Dallas Margarita Society/Dallas Children's Charities is not trying to be the biggest charity in North Texas, but a charity that does big things, in small ways, every day.

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ABOUT DALLAS CHILDREN'S CHARITIES

The Dallas Margarita Society, Inc., (d.b.a. Dallas Children's Charities) was formed in 1977 when a small group of business acquaintances decided to host a holiday party for associates and friends, and asked their guests to bring Christmas gifts for less fortunate children. DMS/DCC is a non-profit charitable organization whose goals are twofold. The first is to provide disadvantaged Dallas/Fort Worth Metroplex children with gifts at Christmas time and the second is to help those community organizations that work directly with underprivileged children throughout the year. Its annual Dallas Margarita Ball has grown over the years and is now believed to be the largest annual invitation only charity black tie gala in the world, with over 11,000 guests, providing gifts for more than 7,000 disadvantaged children each year. Since 1977, DMS/DCC and its volunteers have contributed over one million hours of community service and more than 155,000 toys and gifts valued at more than \$3,500,000. In 2008 alone, over \$654,150 in toys and cash was donated to "at risk" youth in North Texas and the charities and organizations which work with them on a regular basis.

DMS/DCC is unique in that it has no paid staff and no fixed overhead – all Officers, Directors, Members, and Directors Emeritus serve on a volunteer basis.

DMS/DCC achieves its goals by hosting social fundraising networking events throughout the year, an annual golf tournament in early summer and the Dallas Margarita Ball early in the holiday season. Guests at the Dallas Margarita Ball are encouraged to bring toys or sponsor gifts with cash. Additionally, individual and corporate sponsorships are solicited, and through Sponsors' generosity DMS/DCC provides operating support and scholarships to numerous community organizations. All DMS/DCC fund-raising activities and events, and all supported charitable organizations are located within the DFW Metroplex.

"THE DALLAS MARGARITA SOCIETY/DALLAS CHILDREN'S CHARITIES IS NOT TRYING TO BE THE BIGGEST CHARITY IN NORTH TEXAS, BUT A CHARITY THAT DOES BIG THINGS, IN SMALL WAYS, EVERY DAY."
WWW.DALLASCHILDRENSCHARITIES.ORG.