



FOR IMMEDIATE RELEASE

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**Carolina Ale House Opens in Greenville for a Great Cause!**

*New restaurant to donate 10% of its sales to ECU's Department of Hospitality Management*

Greenville, NC – Carolina Ale House will open the doors to its 16<sup>th</sup> location in the Southeast on Saturday, September 17<sup>th</sup> at 704 S.E. Greenville Road. In celebration of the opening, Lou Moshakos, President and Owner of the hospitality group that manages Carolina Ale House, announced the restaurant will donate 10% of its first week of food sales (9/17 – 9/23) to East Carolina University's Department of Hospitality Management.

Kathy Brown, Major Gifts Officer at ECU, and Bob O'Halloran, Chair of the Hospitality Management Department, will accept the donation on behalf of the University. O'Halloran commented, "We are delighted to receive such a generous gift from the Carolina Ale House family. It's wonderful when Greenville businesses understand the importance of supporting the students in its community. We look forward to the educational & career opportunities Carolina Ale House will provide for our students."

**Carolina Ale House**, established in Raleigh in 1999, is a family-friendly, sports-themed restaurant concept. The group currently operates 15 locations; six locations in the Triangle, locations in Wilmington and Fayetteville, NC, a small outlet in Terminal 2 of RDU International Airport, three locations South Carolina, one in Georgia and two in South Florida. The concept is also expanding to Charlotte, NC this year and is slated to open a Jacksonville location and a second Greenville, SC location in 2012.

**East Carolina University's Department of Hospitality Management Program** was established in 1987 and is now the largest hospitality department of its kind in North Carolina and one of the largest in the Southeastern US. Enrollment is over 450 students and offers an undergraduate degree with three distinct concentrations, (food and beverage management, lodging management, and meeting and convention management), and a minor and an MBA with the Hospitality Management option in only five years. Student requirements in the Department include an externship (sophomore year) and an internship (prior to senior year), basic and advanced food laboratories, numerous student organizations and field trips, just to name a few. Many alumni have gone on to work for successful companies throughout the country.

**LM Restaurants (LMR)** is the parent company of Carolina Ale House and several other award-winning restaurants on the East Coast ([www.lmrest.com](http://www.lmrest.com)). LMR was ranked the 13<sup>th</sup> fastest growing private company in the Triangle by the Triangle Business Journal in 2010. **Taverna Agora** (Raleigh) is an authentic Greek restaurant and bar. **Oceanic** (on Wrightsville Beach) offers fresh seafood and panoramic beachfront dining. **Eddie Romanelli's** (Leland) offers American Italian cuisine. **Henry's** (Wilmington) is a casual American restaurant, and **Bluewater** (Wrightsville Beach) is a picturesque waterfront grill situated on the Intracoastal Waterway.

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