



LET'S LUNCH: 20 - 30 JULY 2020

Supporting local restaurants with the world's biggest lunch date  
#letslunch

[RESTAURANTS REGISTER HERE](#)

**July 1<sup>st</sup>, 2020:** [LET'S LUNCH](#) is a global initiative from new not-for-profit organisation Amigo del Dia "Friend of the Day" that aims to help support restaurants on a global scale, affected by the COVID-19 crisis. As lockdown eases and restrictions lift let's get out and support hospitality, reconnect with friends and let's lunch!

Restaurants can register their involvement to be a part of the world's biggest lunch date from 20 – 30 July 2020.

These dates were chosen to coincide with two key events: 20 July is the annual Argentinian celebration "Día Del Amigo", a commemoration of friendship; and 30 July is UN International Day of Friendship.

Registration for restaurants is free, they simply need to provide the days they're open for lunch and their contact details.

Customers will be able to search the Amigo Del Dia platform for participating restaurants and contact them directly removing any third party commissions. The online platform offers restaurants a way to attract traffic directly to their own website and social media platforms.

The Lets Lunch initiative, conceived early in the lockdown by Spanish-Australian marketer **Chelsea Anthon**, American restaurant owner **Erin Nixon**, along with social media strategist **Mila Nikolova** and food-tour guide **Lior Shechor** say the movement aims to generate awareness and PR for local restaurants helping them rebuild and reconnect with their communities as well as attract new customers.

**Owen Morgan**, Owner Bar 44 Wales, UK "Let's Lunch highlights a problem area in general for restaurants and bars, because lunchtime trade was struggling way before this pandemic. People think nothing of spending £10-15 on a terrible factory-made sandwich or wrap with processed ingredients. For the same money, you could be enjoying up to three courses of excellent, tasty food made with love, and a drink! It's a no-brainer for me."

**Frank Dilernia**, Owner Tapavino Group Sydney and participating restaurant said: "The past three months have been extremely hard for those who work in this business, but it is the next three months that will define whether a restaurant survives or not. Let's Lunch is a needed and welcomed awareness campaign, bringing together friends and colleagues and reconnecting them with their favourite venues".

How can restaurants get involved?

- 1) [Register](#) – with no cost
- 2) Spread the word – share on Social Media
- 3) Let's Lunch and join the movement

For More Information, please contact: [hola@amigodeldia.org](mailto:hola@amigodeldia.org)

**To follow Amigo Del Dia**

Social Media: [@amigodeldia](#) on Twitter, Instagram and Facebook

Website: [www.amigodeldia.org](http://www.amigodeldia.org)

## ABOUT AMIGO DEL DIA

Amigo del Dia is a global, non-profit initiative to help support and rebuild local, independently owned restaurants affected by the COVID-19 crisis.

A collective of experienced digital marketers, who serve the hospitality industry, brings Amigo Del Dia to you. This is their way of giving back, at a time when it's most needed.

The first event in the program is Let's Lunch, a campaign to encourage people back into their neighbourhood restaurants for lunch - takeaway, delivery or eat in.

A big part of Amigo Del Dia's mission is to generate awareness and PR for local restaurants, helping them rebuild and reconnect with their communities and attract new customers.