



FOR IMMEDIATE RELEASE

New Bloomington Restaurant Serves Entrées from the Heart with a Donation to North Minneapolis Tornado Relief

June 27, 2011 / Bloomington, MN—RedRossa Italian Grille is celebrating its grand opening with a month-long fundraising effort to benefit *Minnesota Helps - North Minneapolis Recovery Fund* through *The Minneapolis Foundation*. From July 1 to July 31, 2011, **\$1 of every lunch or dinner entrée purchased will be donated** for recovery and support of those most affected by this tragedy.

The *Minnesota Helps - North Minneapolis Recovery Fund* supports the immediate and long-term needs (housing, food, and other services) of the individuals and families in North Minneapolis impacted by the May 22, 2011 tornado. Since 1915, *The Minneapolis Foundation* has partnered with generous individuals and families, effective nonprofits, engaged civic leaders and other people just like you to strengthen our community through charitable giving.

“Our hearts go out to the residents who have had huge losses and been displaced by the tornado,” said Bill Bock, General Manager of RedRossa Italian Grille. “As a new neighbor, we felt the best way to introduce ourselves to the community would be to support a cause that has touched our hearts.”

RedRossa Italian Grille will be presenting a check from proceeds of the fundraising event to *The Minneapolis Foundation* and will encourage guests to make additional donations through the website giveMN.org.

Through giveMN.org, contributions to the *North Minneapolis Recovery Fund* will be pooled and then allocated jointly by the sponsoring organizations to nonprofits that are providing support to those most affected by this tragedy – both immediately and in the coming months. **One hundred percent of all donations** will be redistributed to provide financial support where they are urgently needed.

About RedRossa Italian Grille

RedRossa began in 2005 in Sioux Falls, SD, with a passion for fresh, flavorful and authentic Italian/American dining. RedRossa’s signature recipes use only the finest ingredients, in the tradition of old-world Italy, in a comfortable and festive atmosphere. The newest concept, RedRossa Italian Grille, has taken our fast-casual option to full service, with the newest Bloomington, MN at Mall of America location, and expansion into the Pierre, SD market, scheduled to open late 2011.

For more information about this event please visit RedRossa’s website at www.redrossa.com and to give, visit <http://givemn.razoo.com/story/Northminneapolisrecovery>.

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