

July 4, 2022

Donation over \$1,000 to The Mustard Seed marks end of Picnics and Patios Campaign

VICTORIA, B.C. – Overjoyed restaurant, pub, and bar patrons were the lucky recipients of free meals last month, thanks to the Picnics and Patios Campaign.

Led by community partners BC Restaurant and Food Services Association – Victoria Chapter, Destination Greater Victoria, the Greater Victoria Chamber of Commerce, the Downtown Victoria Business Association, City of Victoria, Used.ca and Sysco, the Picnics and Patios Campaign took place in Greater Victoria restaurants, pubs, and bars every Tuesday, Wednesday, and Thursday in June when representatives from these community partners would surprise customers by paying for their bill.

It was important the community partners help those who cannot afford to dine out. In this spirit, they are pleased to donate over \$1,000 to The Mustard Seed.

This summer, these restaurant, pub, and bar partner organizations are asking Greater Victorians and those visiting Greater Victoria to show support for the hospitality industry. Not only are restaurants, pubs, and bars staples in the Greater Victoria community, but they are also run by friends, families, and neighbours. Next time you are looking for a tasty way to support local businesses, consider one of these amazing establishments in Greater Victoria.

Quotes:

“It was a pleasure to recreate the Picnics and Patios Campaign again this year, and work with Greater Victoria community partners on an outstanding promotion,” said Ian Tostenson, President and CEO – BC Restaurant and Food Services Association (BCRFA). “The BCRFA is continually looking at ways promote the amazing work of BC’s restaurant, pubs, and bars. Working collaboratively with Greater Victoria organizations on the Picnics and Patios Campaign meant we could showcase great establishments and hopefully bring more people out for a meal or a drink.”

“The spring and summer months are an excellent time to enjoy Greater Victoria’s restaurant offerings,” said Paul Nursey, CEO – Destination Greater Victoria. “The Picnics and Patios Campaign is a wonderful way to welcome visitors back in town following the challenges of 2020 and 2021. Congratulations to everyone on a fantastic promotion. The Mustard Seed is a valued community organization as well. It’s great we can give back and support their worthy causes.”

“Small businesses – and especially restaurants, pubs, and bars – are in many ways the heart of our community,” said Bruce Williams, CEO – The Greater Victoria Chamber of Commerce. “The Chamber is proud of its support of the Picnics and Patios Campaign. It was a terrific way to connect with our members, as well as residents and visitors. I would also like to thank our sponsors Used.ca and Sysco for helping make the Picnics and Patios Campaign possible again this year.”

“There are a multitude of restaurants, pubs, and bars in the Greater Victoria downtown core. Picnics and Patios highlights the variety of culinary options in the area we represent,” said Jeff Bray, Executive Director – Downtown Victoria Business Association. “The Picnics and Patios Campaign also shows how friendly and welcoming our community can be. Congratulations to everyone involved on another successful Picnics and Patios Campaign.”

"Victoria is known for its restaurants, pubs, and bars. These establishments not only play a vital role in our tourism sector but are places the community gathers as well," said Mayor Lisa Helps, City of Victoria. "I know restaurant, pub, and bar owners have had a challenging time during the COVID-19 pandemic. The City of Victoria supported them through these challenges, and we are proud to continue to support the sector through initiatives such as the Picnics and Patios Campaign."

For more information, please check out the Picnics and Patios Campaign website here:
<https://www.victoriachamber.ca/picnics-and-patios.html>

Greater Victoria Chamber of Commerce

Since 1863, The Chamber has served Greater Victoria by working together to build good business and great community through advocacy, networking, professional development and innovative services as changing times require. In 2020, the Chamber Champions initiative added a powerful resource to provide leadership and guidance to our organization. Current Champions are: Big Wheel Burger, CHEK News, CIBC, Kinetic Construction, Knappett Projects, Mike Geric Construction, MNP, RBC, Seaspan, Spinnakers, TELUS Business, and the University of Victoria. Find out more at VictoriaChamber.ca.

Destination Greater Victoria (Greater Victoria Visitors and Convention Bureau) is our region's official, not-for-profit destination marketing organization working in partnership with nearly 1,000 businesses and municipalities in Greater Victoria.

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