

# Beef & Lobster

STEAK & SHELLFISH

FOR IMMEDIATE RELEASE – 8<sup>th</sup> October 2019



(In the image left to right, team at Beef & Lobster Dame Street: Alex Wang; Nicole Charalambousova; Oliver Dunne; Drew Flood – Aware Business Development Executive; Josip Popovic; Vinny Hermann; Megan Kelly)

## **Beef & Lobster Restaurants by Oliver Dunne become a Corporate Partner to Aware charity. #ItMakesCents!**

**Beef & Lobster restaurants by Oliver Dunne are proud to announce the launch of their Giving Back – #ItMakeCents campaign with Aware just in time for the World Mental Health Day on 10<sup>th</sup> of October.**

So, what does #ItMakesCents mean? It means all Beef & Lobster restaurants in Dublin, Malahide and Galway are donating the cents of every single bill at Beef & Lobster to Aware, whether it's 29 cent or 99 cent; every single customer who walks in the doors is indirectly contributing to changing lives and saving lives with Aware.

**Oliver Dunne** said: *"I believe mental health issues affect everybody in life at some stage. It may be mild or severe, it may affect you directly or indirectly, but it's everywhere."*

*Depression is something I'm passionate about destigmatizing, so when it came to deciding which charity to work with Aware was the perfect fit."*

*I'm proud to be in a position to give back and hopefully, the money donated from all my Beef and Lobster restaurants will help support anyone who is struggling with depression or anxiety. I want to make a difference and I want my children to grow up in a world where they know its ok, not to be ok."*

**Oliver Dunne** and Beef & Lobster restaurants are committed to helping Aware in breaking down the barriers in society. The Corporate Partnership supports Aware's message of hope – recovery is possible. For more information on the partnership visit [beefandlobster.ie](http://beefandlobster.ie).

**Aware's spokesperson Drew Flood** commented: *"Aware is delighted to be working with Oliver Dunne and Beef & Lobster restaurants. Aware receives 17% from the state and the balance from corporate & community fundraising. This will be a great partnership between Aware & Oliver Dunne raising vital funds and also helping to break down stigma."*

**Aware** is the national organisation providing support, education and information services for those impacted by depression, bipolar disorder and other mood related conditions. Founded in 1985 the organisation developed in response to the clear need for information, understanding and support, both for individuals with a diagnosis of depression or bipolar disorder as well as family members supporting a loved one.



**-ENDS-**

**Notes to editors:**

- **High-res images** available [HERE](#)
- **Media enquiries** to Veronika Kamenicka, Head of Marketing at Oliver Dunne Restaurants, [veronika@oliverdunnerestaurants.com](mailto:veronika@oliverdunnerestaurants.com) / 0876672719