



News Release

FOR IMMEDIATE RELEASE

Contact: Ashli Bobo
BERLINE
248-593-7436
abobo@berline.com

The Symons Family to Receive 2009 CRUSH Northern Michigan “Restaurateur Humanitarian Award”

Troy, Mich., July 28, 2009 – Children’s Leukemia Foundation of Michigan, a statewide agency whose mission is to help families cope with leukemia, lymphoma, and related blood disorders, is proud to present the 2009 “Restaurateur Humanitarian Award” to the Symons family. Lynne Symons and her son Chandler Symons III will accept the award at the 2009 CRUSH Northern Michigan Wine & Food Classic on Saturday, August 15, 2009. The event will take place from 6PM to 12 AM at the private Boyne Falls home of Kathryn Kircher.

The “Restaurateur Humanitarian Award” recognizes individuals for their overall excellence in the food and hospitality industry, as well as their extraordinary contributions to the community.

The Symons family has been a fixture in the Northern Michigan community for more than 50 years. Their family roots are in their family general store founded in 1956 by the late Chandler “Tom” Symons II as a family business with the first Symons General Store located at Boyne Mountain. Chandler Symons III now operates the family general store in Petoskey, the award-winning Chandler’s Restaurant in Petoskey; Pierson’s restaurant in Boyne Falls and the new Bay Harbor restaurant cava. He credits the success of all the family businesses to two things: the hard work of his parents, who built the family business, acquiring and maintaining its reputation for high quality products and service, and the “amazingly talented” people who have come to work with him.

The Symons family has tirelessly demonstrated their commitment to philanthropy and supporting Michigan charities and organizations. They have contributed to the Northern Michigan Hospital, Crooked Tree Arts Council, Little Traverse Bay Humane Society, Christ Child, and the Bay Harbor Foundation, among countless others. Through the Symons family’s generosity, these worthwhile organizations are able to continue their missions.

“It is a privilege to honor the Symons family with the 2009 Restaurateur Humanitarian Award, as part of the CRUSH 2009 Northern Michigan event. They have made it a priority to give back to the community and Michigan charities and we applaud them for their efforts,” said William Seklar, President and CEO of Children’s Leukemia Foundation of Michigan.

Modeled after CRUSH Birmingham, CRUSH Northern Michigan will offer the novice and connoisseur alike the opportunity to savor the very best food and wine while enjoying the timeless beauty and charm of Northern Michigan. Kircher’s home features an elegant ambiance in a picturesque setting along the Boyne River. The evening will feature a second-to-none experience including extraordinary wines paired with regional cuisine, river tours, a relaxing

bonfire, bocce ball, croquet, live entertainment from Urban Folk Sweetheart, Erin Ivey, and dancing under the moonlight with DJ Mike Anthony.

Participating in the event will be Michigan's own, Vicki and Tom Celani, Proprietors of Napa Valley's Celani Family Vineyards, the Honorary Family Vineyards for 2009 and Igor Larionov of Igor Larionov Selections, Also participating will be Master Sommelier and 2009 Honorary Wine Director for CRUSH Northern Michigan, Ron Edwards. The Honorary Executive Chef for the evening will be Jeremy Kittelson, Executive Chef of Restaurant Avondale in Vail, Colorado.

The list of honored guests also names culinary masters from around Michigan, including Tommy Kaszubowski, Chef of award-winning Chandler's Restaurant in Petoskey, Pierson's at Boyne Mountain Resort and new owner of Bay Harbor restaurant cava; John Korycki, Executive Chef of ZaZio's Modern Italian Experience in Kalamazoo; Karen and Roger Williams, Proprietors of Galley Gourmet in Bay Harbor; Marit Kaszubowski Pastry Chef of the Bay Harbor Yacht Club; Carol Costello, Chef/Proprietor of Costello Catering in Harbor Springs; Jennifer Blakeslee, Co-owner, and Eric Patterson, Chef/Owner of The Cooks' House and Wellington Street Market in Traverse City; and Elizabeth Glass and Chris Meyer, Proprietors of Lake Street Market in Boyne City.

Bryan Ulrich, winemaker and Owner of Left Foot Charley will be featured during CRUSH Northern Michigan. Other wineries and importers highlighted during the event: Elite/Leone Distributors, Empson USA, Bowers Harbor Vineyards, Gill's Pier, Washington Wines Unlimited, and Weygandt-Metzler Imports. Other sponsors include Grand Traverse Distillery with specialty vodka and Michigan Brewing will debut the famed Kid Rock Bad Ass beer.

Tickets for the event are \$1,500 per couple. Proceeds from CRUSH Northern Michigan will support programs and services for Northern Michigan patients and families affected by leukemia, lymphoma and other related blood disorders. The \$1,500 event cost adopts a Children's Leukemia Foundation of Michigan family for a whole year. The "adopt-a-family" program is very important to the Foundation as the number of patients is ever growing; family adoption provides financial assistance towards a patient's treatment, prescriptions, wigs, travel expenses, mortgage, among other expenses.

For additional information about CRUSH Northern Michigan, visit www.crush2009.com or contact event producer Jaime Rae Turnbull at 248-672-2020.

About Children's Leukemia Foundation of Michigan

Children's Leukemia Foundation of Michigan is a statewide agency helping families cope with leukemia, lymphoma and related disorders by providing information, financial assistance and emotional support. In addition, the Foundation has provided more than \$6.5 million in research dollars to Michigan's comprehensive cancer institutes. Children's Leukemia Foundation of Michigan is headquartered in Troy, Michigan. For more information, call 1-800-825-2536 or visit www.leukemiamichigan.org.

#