

Reuben's

DELICATESSEN

West Hartford Center

CONTACT: Brian Hersh
Telephone: 860.233.3354
E-Mail: brianhersh@yahoo.com

FOR IMMEDIATE RELEASE

CELEBRITIES, CHARITIES, AND CHOPPED LIVER

The votes are in, the celebrities chosen, and the money will start being raised!

Reuben's Deli, 35A Lasalle Road in West Hartford, sponsored a sandwich-naming contest which ended in early August. Local celebrities such as West Hartford's mayor, Scott Slifka, and TV and radio personalities such as Rich Copolla, Brad Davis, Jerry Kristopher and Ray Dunaway competed to have a Reuben's Deli Oversized Combo sandwich named in their honor – AND to have a part of the proceeds from sandwich sales go to their favorite charity.

People could vote online or in person. The deli, an addition to West Hartford Center's vibrant array of shops & restaurants, is winning accolades from reviewers and customers. Over 2,000 votes were cast, and media personalities pulled out all the stops to encourage fans to choose them.

'We're not sure what our contestants were promising to voters,' joked Brian Hersh, Reuben's owner, 'but the race was so close we ended up choosing five winners, instead of the three we'd originally planned. Thanks to everyone who participated – voters and celebrities.'

Besides Scott Slifka, the other contest winners are Bosh & Cory of Country 92.5, meteorologists Joe Furey (WTIC) and Scot Haney (WFSB), and traffic reporter and WHCN host Rachel Lutzker. But the big winners are the charities each celeb chose to receive a portion of proceeds from "their" sandwiches for the next year.

Each quarter, the following organizations will receive a check from Reuben's Deli: Connecticut Children's Medical Center, The Bridge Family Center, Channel 3 Kid's Camp, Protectors of Animals, and the Ivan Lendl Adaptive Sports Camp.

"Reuben's is truly committed to sharing our success with those less fortunate," said Hersh. "This contest was just a beginning. Next year 10 more local stars can compete to put their name on a sandwich and raise money for a cause. And we'll be doing a special promotion in September that will benefit another community charity. Look for it!"

Among the huge combos on the restaurant's menu are pastrami with turkey or corned beef, salami with turkey, or chopped liver with turkey or corned beef. Or you can "make your own" combo with any two meats. There's a wide range of sandwich stuffings including standards like tuna, chicken, or egg salad, but the New York-style deli offerings like liverwurst and gefilte fish will make you think you're on Manhattan's Lower East Side. Reuben's Deli's menu also features a Custom Green Salad that lets you pick & choose from an array of fresh ingredients. Portions are big, but save room for the cheesecake, babka, or a gourmet cupcake so you can eat enough to make your bubbe proud!

Hours are 7 days a week, 7 a.m. to 9 p.m. except for Sundays, which are 9 a.m. to 8 p.m. Catering is also available. Call 860-233-DELI (3354) or visit www.reubensdelicatessen.com.

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