

NEWS

FOR IMMEDIATE RELEASE

Contact: Vicki Bendure, APR
540-687-3360
Vicki@bendurepr.com

Silver, New American Brasserie on Bethesda Row, Partners with The Children's Inn at NIH Owners demonstrate the importance of giving back to the community

BETHESDA, Md., Nov. 9, 2015—Robert Giaimo and Chef Ype Von Hengst have a long-time track record of giving back to the community, including supporting area charities. Through their Silver Diner Eat Well, Do Well program that links back to schools, they've raised more than half a million dollars for area schools. With the launch of Silver, a new American brasserie that showcases American classics and farm-to-table entrees, Von Hengst and Giaimo wanted to support a Bethesda charity that has regional and national impact. They chose The Children's Inn at NIH as a partner for Silver. The Inn is not only regional and national but also international. It was founded to help support the families who have sick children undergoing treatment at the National Institutes of Health. The Inn provides a convenient place with a home-like environment where families can stay together, for free.

The Children's Inn houses more than 1500 families annually who come from across the country and around the world. Their vision is to strive for the day when no family endures the heartbreak of a seriously ill child. "When families come to The Children's Inn, they come after experiencing the extremes of heartbreak, hope, and stress as well as all of the other challenges that impact the sick child and the whole family. But when they walk through the doors of The Inn, they become a family caring for a child with a serious illness who now has a host of caring partners and advocates," explained Jennie Lucca, CEO of The Children's Inn at NIH. So much of the stress that goes along with caring for a seriously ill child is lifted by being able to stay at The Inn where siblings can be close to their brother or sister and can continue to interact as a family unit.

"We are delighted to grow this partnership between Silver, our new restaurant concept, and The Children's Inn," said Giaimo. "After touring The Inn, I knew that the partnership would be a great fit. What The Inn is doing in helping families and sick children is remarkable and truly commendable. So many don't know that this tremendous place even exists. It needs our support."

Silver hosted two soft opening dinners for The Inn. To date, the restaurant has contributed more than \$20,000 in kind. In addition, customers dined at the Silver soft openings for free and contributed more than \$7,500 in cash to The Inn.

Moving forward, Silver will continue to contribute food to The Inn's fundraiser events and will give a portion of the annual proceeds from the restaurant to The Inn.

Silver, now open on Bethesda Row for a month, is enjoying great success. "We want to share our success with The Children's Inn," Giaimo added.

Giaimo and Von Hengst have long been known for their positive contributions to the Washington, D.C. region's food portfolio. Having founded the award-winning American Café Restaurants and helping launch the "American Cuisine" movement; Giaimo and Von Hengst went on to found the largest chain of diners in America—Silver Diner.

At Silver, Executive Chef Ype Von Hengst, who is on top of emerging food trends, has created a menu featuring updated American classics and healthier options tailored to today's lifestyle. The bar program features house-made sodas using fresh herbs and juices; a distinctive selection of American wines, craft beer, coffee and tea from Washington area local producers; and distinctive pre-prohibition cocktails and spiked shakes. The art deco bar provides the perfect spot for happy hour gatherings and late night.

The restaurant is quickly becoming a trans-generational gathering place that appeals as much to professionals as families. Silver is open early for breakfast, lunch and dinner as well as late night. Von Hengst explained, "Silver not only fills a food gap in Bethesda by offering an affordable flexitarian menu with up-to-the minute healthy and local options but the hours are longer and later than most. We wanted to be able to provide an exceptional dining experience for breakfast, lunch, and dinner as well as late night." Silver sources ingredients from more than a dozen local farms. From organic chicken in its chicken pot pies, to freshly chopped salads with quinoa, to house made sodas using sugar cane and spiked shakes, Silver offers a wide range of choices and dining options.

Giaimo and Von Hengst are hoping to open additional Silver urban locations while continuing to expand the Silver Diner brand in the suburbs.

For more information on Silver, visit www.eatatsilver.com.

About Silver

Silver is a new American brasserie. Founded by Robert Giaimo and Ype Von Hengst, this new, sophisticated urban restaurant incorporates fresh, local ingredients from regional farms into its chef-driven menu. The affordable, creative menu items, with great attention to detail are expected to appeal to all demographics. The 4500 sq. ft. casual setting includes sleek interior and exterior architecture with restaurant and bar for early to late-night dining. The first Silver is located at 7150 Woodmont Ave. in Bethesda, Md. and has public parking in the building. Hours are 7am – 12am Sunday – Thursday, 7am – 2am Friday - Saturday. There is convenient on-site parking in a public lot. For more information, visit www.eatatsilver.com.

###