



## **The Keg Steakhouse + Bar Re-Opens its Hamilton Location**

*Proceeds from pre-opening activities raise \$25,914  
to benefit McMaster Children's Hospital Foundation and Neighbour to Neighbour.*

**Hamilton, Ontario (December 14, 2018)** – The Keg Steakhouse + Bar is pleased to announce that its Hamilton location has re-opened! Located at 1170 Upper James Street, this spectacular new build features a spacious and comfortable dining room, exceptional bar and lounge, and an all-season enclosed patio. The Keg's classic menu offerings, along with this location's inviting ambiance and hospitable staff, will make you feel celebrated regardless of the occasion.

Supporting local charities has always been an important characteristic of Keg culture. Thus, following a longstanding Keg tradition, new staff prepared for opening day by fundraising for a local charity through The Keg Spirit Foundation. Guests were invited to enjoy a special menu the weekend prior to the official opening in exchange for a \$10.00 donation to benefit *McMaster Children's Hospital Foundation* and *Neighbour to Neighbour*. Local franchisees Jim & Sheila Drury were so touched by the support, that they matched the amount that was generated meaning that \$25,914.00 was raised for the two charities.

Jim Drury, Franchisee of The Hamilton Keg, said "We are a restaurant team that prides ourselves on mentoring youth, both personally and professionally. As a company, through The Keg Spirit Foundation, we recognize charities that work with youth in our communities. Sheila and I, along with Keg managers and staff, are particularly excited that the funds raised at our re-opening will support *McMaster Children's Hospital Foundation* and *Neighbour to Neighbour*; two local charities that we have been proud to support for many years".

"We are so thankful to the Hamilton Keg Steakhouse + Bar, and Jim and Sheila, for their longstanding support of McMaster Children's Hospital Foundation," says Pearl Veenema, President and CEO of Hamilton Health Sciences Foundation. "Their generosity will help enhance the patient experience for pediatric patients by helping with the purchase of essential equipment. We are deeply touched by their commitment to supporting families on their patient journey."

"Sheila and Jim Drury have been very generous supporters of Neighbour to Neighbour Centre for over 30 years", continues Denise Arkell, Executive Director of Neighbour to Neighbour. "Their continuous contributions to the health and wellness of this community speak to their principles. They deeply care and illustrate this with so many acts of kindness. N2N Centre and Hamiltonians are truly blessed to have them as members of our community "

The Keg Spirit Foundation was established in 2001 to commemorate The Keg's 30<sup>th</sup> anniversary and the charitable giving led by David Aisenstat, President and CEO of The Keg Steakhouse + Bar. To date, it has raised and donated over \$10 million to over 300 charities across North America. The recipients of these funds range from large, national charities such as Big Brothers Big Sisters and WE, to neighborhood organizations, which mentor young people in equally important ways.

Visit [www.kegsteakhouse.com/keg-spirit-foundation](http://www.kegsteakhouse.com/keg-spirit-foundation) to learn more about The Keg Spirit Foundation, visit [www.mackids.ca](http://www.mackids.ca) to learn more about McMaster Children's Hospital Foundation, and visit [www.n2ncentre.com](http://www.n2ncentre.com) to learn more about Neighbour to Neighbour.

**-30-**

### **About The Keg Steakhouse + Bar**

The Keg Steakhouse + Bar has been serving great steaks across Canada and the US for over 45 years. Quality has been a cornerstone of The Keg's success since its first restaurant opened in Vancouver in 1971. The Keg's focus has been, and continues to be, on providing exceptional service and quality food in a comfortable atmosphere for its guests.

### **About Neighbour to Neighbour**

Neighbour to Neighbour Centre is Hamilton Mountain's only multi-service agency, serving a diverse community and its needs since 1986. Neighbour to Neighbour Centre offers emergency food support through our food bank which hosts over 1100 families per month and provides food delivery to over 80 others who are not able to access our services due to critical illness or disability. Our Educational Services Department provides literacy support to students in grades 1-4 in 14 area schools, providing 1:1 support for struggling students. Our Family Services provides financial and resource counselling and helps new Canadians settle in our community. Finally, our Community Food Centre focuses on bringing community together around food, to share skills and increase social connection through a variety of programming, and works to build knowledge and engage community through social action clubs, peer advocacy and food justice.

### **About McMaster Children's Hospital Foundation**

McMaster Children's Hospital Foundation, as part of Hamilton Health Sciences Foundation, is focused on raising funds in support of McMaster Children's Hospital, including Ron Joyce Children's Health Centre, McMaster University Medical Centre and their programs. The Foundation provides funding for leading-edge equipment and patient amenities, innovative research initiatives, redevelopment of patient care spaces, and the education and training of health care providers.

McMaster Children's Hospital Foundation supports specialized pediatric and women's reproductive health programs. The second largest provider of inpatient pediatric services in Ontario, the site is also home to a dedicated pediatric emergency

department, more than 40 outpatient clinics, the province's largest neonatal intensive care unit including supportive maternal care, the largest single-site inpatient pediatric mental health program in Canada, and the only pediatric trauma centre in the region. Specialized outpatient services are provided at Ron Joyce Children's Health Centre, as part of McMaster Children's Hospital. At its shared home with the Hospital, McMaster University Medical Centre delivers a wide range of women's reproductive health services, including high-risk obstetrics and pre-natal screening, as well as a number of adult outpatient and day surgery clinics. The Foundation is focused on enabling outstanding patient care through its goal of *Health Care, Transformed*.

## **Media Contacts**

Claudia Kenderic, Marketing Coordinator  
Keg Restaurants Ltd.  
416-620-6002  
[Claudia.kenderic@kegrestaurants.com](mailto:Claudia.kenderic@kegrestaurants.com)

Aaron Lam, Marketing and Communications Officer  
Hamilton Health Sciences Foundation  
905-521-2100 Ext. 42732  
[lamaaron@hhsc.ca](mailto:lamaaron@hhsc.ca)

Shane Farraway, Communications  
Neighbour to Neighbour Centre  
905-574-1334 x 217  
[sfarraway@n2ncentre.com](mailto:sfarraway@n2ncentre.com)