

**For Immediate Release**

**Contact:** Peter D. Beukema  
Suburban Inns, 616.820.2636  
or  
Mary Ann Sabo  
Sabo Public Relations, 616.485.1432

## **Big E's Sports Grill Sets Goal to Raise \$10K for Breast Cancer in October**

**Midland, Michigan, October 10, 2011** – Big E's Sports Grill in Midland, Mich. has set a goal to raise \$10,000 by Oct. 31, 2011, for the Susan G. Komen Foundation to support breast cancer awareness.

The sports grill has created four fun ways in which patrons can donate to this important cause:

- Patrons can wear their support by purchasing a special t-shirt for \$20, with \$10 going to the foundation
- Patrons can become part of the "Mugs for Jugs" campaign, by purchasing a \$12 22-ounce beer mug filled with any of the sports grill's 28 draft beers, with \$5 from each mug going to the foundation
- Patrons can make it pink with a "Pink Drink Special," which includes pink margaritas, long beach tea, cosmopolitans, sparkling pink moscato and Mike's Pink Lemonade. Each drink is \$10 with \$5 going to the foundation.
- Patrons can provide an open donation amount and in return will receive a pink slip of paper in the shape of a bra that they can write their name on and then add to the wall at the grill.

"We are excited about partnering with the Susan G. Komen Foundation to raise money for breast cancer awareness," said David Schroeder, director of operations for Suburban Inns and general manager of the Holiday Inn and Big E's in Midland. "This is a fun way to raise money for a very serious cause that has affected a lot of people. I think our customers will really get into this effort, and we look forward to meeting our goal."

### **About Suburban Inns**

Founded in 1979, Suburban Inns develops, owns and operates hotels and restaurants in West Michigan and surrounding areas. It currently owns and operates four hotels: the Hampton Inn of Holland, the Holiday Inn Express of Holland, the Holiday Inn Express Grand Rapids SW/Grandville and the Holiday Inn of Midland. Suburban Inns also owns and manages Big E's Sports Grill in Midland and Sharkee's Sports Bar and Grill in Holland. Its hotels consistently rank in the top tier of their franchises for customer service and quality, winning some of the top awards in North America. For more information, visit [www.suburbaninns.com](http://www.suburbaninns.com).

###