



FOR IMMEDIATE RELEASE

PRESS RELEASE

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2024 Hattie's Mardi Gras event raises more than \$63,000 to create opportunities for young people across New York's Capital Region

The fundraiser, hosted at the Saratoga Springs City Center, delivered \$63,160 in donations to The SEAT Center's Culinary Lab program. Business for Good was delighted to have co-Founders Ed and Lisa Mitzen serve as hosts alongside special guest, reality TV star, Dorinda Medley.

SARATOGA SPRINGS, NY - On Saturday, January 27, the annual Hattie's Mardi Gras event produced another incredible outcome, with The SEAT Center as the beneficiary of the 2024 fundraiser.

Hattie's Restaurants

Serving fine Southern cuisine in a friendly atmosphere since 1938, Hattie's Restaurants are community-positive businesses, staying true to the vision and legacy of founder Miss Hattie Moseley Austin.

"The SEAT Center's mission to help young people overcome social and economic diversity through job training could not be a more fitting cause for BFG to support through this year's Mardi Gras," said Ed Mitzen. "The fundraiser helped deliver more than \$63,000 – which is an amazing way to make a big impact in one evening. It was great to feel the love for Hattie's as we prepare to launch its new location in Albany."

"After a lot of preparation, it felt great to deliver a night of delicious dining to a full house," added Hattie's Downtown Saratoga Springs Executive Chef Jasper Alexander. "As we approach the grand opening of the newest Hattie's restaurant, we know there is a ton of excitement for Executive Chef Mark Graham to bring fine Southern goodness to the Albany communities."

Hattie's Restaurants joined the Business for Good family of companies in 2021. In alignment with BFG's mission of giving back to move forward, Hattie's Restaurants aim to grow and amplify a community positive business, while maintaining the quality and character of its product, the vision of its present ownership, and the legacy of its founder, Miss Hattie Moseley Austin. All profits of the Hattie's Restaurants are donated to local charity.



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About Hattie's Restaurants

Since 1938, Hattie's has served fine Southern and Louisiana cuisine in a friendly, down-home atmosphere, earning legions of fans for the past 85 years. Over its long history, Hattie's has provided consistent commitment to its customers, staff, and community across several locations in the Capital Region of New York. Currently, customers can enjoy the Hattie's experience at the original restaurant in Downtown Saratoga Springs, a quick service offering in Wilton Plaza, and a seasonal location at the Saratoga RaceTrack. The eagerly anticipated Hattie's Albany will soon open its doors at 121 Madison Avenue.

In 2021, Business for GoodTM transformed Hattie's into a seed for change, while maintaining the quality and character of the original award-winning recipes. As part of the BFG Hospitality family of companies, Hattie's Restaurants aims to grow and amplify a community-positive business, while staying true to the legacy of its founder, Miss Hattie Moseley Austin. All profits from Hattie's Restaurants are donated to Business for Good to help surrounding communities. To learn more, visit www.hattiesrestaurants.com.

BFG Hospitality includes Hattie's Restaurants; Bread Basket Bakery and Bread Basket Cake Shop; and the upcoming Blackbirds Tavern and Blackbirds Bike Cafe.

About Business for GoodTM

With values rooted in equity, access, opportunity, and prosperity, Business for Good (BFG) is advancing the model of traditional venture philanthropy in the Greater Capital Region of New York and beyond. Formed in 2020, BFG seeks to give back to move forward. Its efforts have been recognized on a national level, including being named to Fast Company's 2023 list of Brands That Matter, an honor reserved for organizations and brands that have built cultural relevance and impact through compelling branding and efforts that naturally extend their presence into communities. BFG was also awarded Fast Company's World Changing Ideas Honorable Mention in 2022, which recognizes pioneering teams that are playing an important role in the betterment of the world through intentional philanthropy. Comprised of a mission-focused team, BFG believes no challenge is insurmountable through hard and thoughtful work. With a goal to provide businesses and organizations with sustained support, BFG invests in people for the long term and in every way. Business for Good: building better businesses, stronger communities, and a more equitable world. To learn more, visit www.bfg.org.