

**FOR IMMEDIATE RELEASE**

**September 3, 2019**

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## **Red Arrow Diner Presents Proceeds for *The Beat Goes On* Fundraiser**

**Manchester, NH** – Red Arrow Diner is honored to announce the success of its most recent charitable initiatives, *The Beat Goes On*, benefiting its long-time employee Crystal Otis. After serving as front house manager at the Red Arrow Diner's historic Manchester location for over five years, Crystal recently accepted a new role as the Executive Assistant at the Red Arrow's Corporate Headquarters.

Red Arrow Diner was thrilled to present a check valued at \$7,000.00 to Crystal and her husband as a result of *The Beat Goes On* fundraiser. The public fundraiser raised \$4,500.00 and Red Arrow Diner Co-Owners Carol Lawrence-Erickson and George Lawrence allocated another \$2,500.00 to this total in support of Crystal.

During *The Beat Goes On* fundraiser, the Red Arrow Diner sold \$1.00 raffle tickets for a chance to win one of nearly a dozen exclusive prizes, including Breakfast for Two for an entire year and a clambake basket. Raffle tickets were available for purchase during the entire month of June at each of the four Red Arrow Diner locations in Concord, Londonderry, Manchester and Milford, at Midtown Café at the Beacon in Manchester, and on the Red Arrow Diner's website.

Crystal suffers from a heart defect called cardiomyopathy – a condition she learned about while in the second trimester of her first pregnancy. Due to complications from this condition doctors advised Crystal to end her pregnancy in order to save her life. Because of the severity of her heart condition, Crystal is unable to pursue future pregnancies. She and her husband decided to turn to in vitro fertilization (IVF) through a surrogate to make their dream of becoming parents come



**From L to R:** Scott Otis, Crystal Otis, Executive Assistant, Red Arrow Diner; Amanda Wihby, Chief Operating Officer, Red Arrow Diner.

true. The Red Arrow Diner's executive team created *The Beat Goes On* fundraiser to support Crystal and assist with the cost of IVF, which can be very expensive.

"We are so thankful to our diner community for their wonderful support of our beloved employee, Crystal," said Carol Lawrence-Erickson, Co-Owner & President of Red Arrow Diner. "*The Beat Goes On* was a great success thanks the generosity of our guests, team members and friends. Red Arrow Diner was honored to present the proceeds of this fundraiser to Crystal and her husband. We are all excited to follow their IVF journey. The Red Arrow Diner is all about family and my dad and I consider every team member as part of our family, so it just makes sense that we support one of our most dedicated employees in her time of need."

Red Arrow Diner has a long history of philanthropically supporting various local charitable organizations and initiatives each year. The company designs and promotes various fundraisers a year similar to *The Beat Goes On* as well as also donating countless gift certificates, food, volunteers and other support to local organizations, including the Tower of Toys, Spaulding Youth Center and the NH Food Bank.

### **About The Red Arrow Diner**

A privately-held company based in Manchester, New Hampshire, the Red Arrow Diner operates restaurants in Concord, Manchester, Milford and Londonderry, New Hampshire, United States. Each Red Arrow Diner location is a 24-hour diner and serves over 500,000 breakfasts annually. The Red Arrow Diner has been featured on various nationally broadcasted television and radio shows, including the Food Network's *Diners, Drive-Ins and Dives*, NBC's *JEOPARDY!*, and SiriusXM political channels *Patriot* (125) and *Progress* (127), as well as national publications, such as *USA Today* and the *Food Network Magazine*. Additionally, Red Arrow is an active community supporter with countless volunteer hours, pro bono promotions, and financial donations. For information about the Red Arrow Diner, visit [www.redarrowdiner.com](http://www.redarrowdiner.com).

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