



FOR IMMEDIATE RELEASE:

Hilton Charlotte Center City has a Sustainable Green Thumb

Hilton Charlotte Center City partners with North End Opportunity Farm and Food Hub to grow produce just a few blocks from the hotel.

Charlotte, NC, August 27th, 2014 – When one thinks of the city life here in Charlotte, farming does not typically come to mind...until now! Since its launch in 2013, the North End Opportunity Farm and Food Hub has been supplying Hilton Charlotte Center City hotel and other local businesses and residents with **sustainable produce**.

A thoughtful gentleman by the name of Nate Cerbelli wanted to do something about the growing population of homeless people in the U.S. As a man who appreciates the importance of hard work and who has a history of entrepreneurship and volunteering, Nate is driven by his life decision “**to fix what’s broken in this world.**”

Located in the heart of Uptown Charlotte on North Tryon, the North End Opportunity Farm and Food Hub employs help from a local men’s shelter. In support of Nate’s efforts, the Hilton Charlotte Center City hotel sponsors a portion of the Farm and by providing supplies and purchasing the fruits and vegetables that it harvests. As a result, the Hilton sources **one quarter of its produce from this farm** for its restaurant, Coastal Kitchen & Bar.

Hilton’s Director of Food and Beverage Clark Wade remarks, “walking from the kitchen to the farm to select fresh ingredients handpicked straight from the ground is unheard of for most hotels. Hilton is likely one of few hotels that can provide its guests this kind of special treatment. Right now, you can come to the Hilton Charlotte Center City hotel and enjoy the freshest food possible! Consider trying the Caprese Salad or the Slow-roasted Pork Taco within the next few weeks; the tomatoes are always fresh and ripe.”

Additional opportunities and collaboration with other local businesses is key to the success of North End Opportunity Farm and Food Hub. Such collaboration includes a baker to produce value added products such as pies. Based upon Nate’s estimation, 425 pies will need to be sold per month to keep one person out of the shelter. This includes a small monthly stipend and three meals per day. Hilton Charlotte Center City hotel estimates a purchase of approximately 80 or more pies per month.

Hilton’s Director of Sales and Marketing Tracy Suit said, “Hilton Charlotte Center City hotel is thrilled to be a part of this initiative. We are hopeful other local businesses will participate in the philanthropic program along with us.”

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The [Hilton Charlotte Center City](#) is located in the heart of Uptown Charlotte across from the Charlotte Convention Center, within walking distance to restaurants, entertainment, and museums. Travel to the hotel from Charlotte/Douglas International Airport is within 15 minutes. It offers over 30,000 square feet of flexible meeting space for meetings and events supported by professional service, modern equipment, and delicious catering menus. The hotel is connected to downtown’s largest private health club, the Childress Klein YMCA.

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