



News From

Cheryl Dinolfo

Monroe County Executive

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DINOLFO ANNOUNCES UNIQUE PUBLIC NAMING CONTEST FOR NEW AIRPORT EATERIES

Residents can play a part in ROC renovation project by helping to name new Airport diner, sports bar; Submissions through Friday, July 20

Monroe County Executive **Cheryl Dinolfo**, representatives from the Greater Rochester International Airport (ROC) and SSP America today announced a unique public naming contest for two new eateries coming to the airport as part of the transformational ROC Renovation Project. In conjunction with the announcement, **Dinolfo** unveiled design renderings for the new casual diner to be located near Concourse A and the new sports bar to be located near Concourse B, which are both slated to open to the public this fall.

“Our next-generation airport will be the new front door to our community, helping to welcome more visitors, jobs, and investment to Monroe County for years to come,” said **Dinolfo**. *“To improve the passenger experience for everyone, we are adding two exciting new food and beverage options in both concourses soon. What better way to make arriving at our Airport a true Rochester experience than by dining at one of two eateries named by our own residents! I welcome everyone to take a shot at making their mark on our new Airport by submitting their unique names before July 20.”*

The contest will have two phases. In phase one, the local community is invited to submit their name suggestions for each establishment by **Friday, July 20th** through the ROC Renovation website. In phase two, a committee comprised of representatives from ROC, VisitRochester and SSP America, a leading operator of food and beverage brands in travel locations worldwide, will select the winning name for each establishment. Winners will be announced at a later date.

“The ROC team deserves tremendous recognition for their creativity and willingness to further engage area residents on the restaurant naming. As a long-term partner to ROC, we look forward to hearing the community’s suggestions, and then implementing the selected names. The SSP America team cares passionately about delivering a taste of place to each airport we serve, and this is a great way to accomplish that goal.” said **Bob Stanton**, SSP Executive Vice President.

To submit a suggestion, visit www.rocrenovation.com/restaurantnamingcontest. For more information about SSP America, visit www.foodtravelexperts.com.

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