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### **Generous University City Restaurants Hope to Drive Business by “Paying it Forward” to Feed Frontline Workers**

November 17, 2020, University City – While obviously struggling to cope with new restrictions facing the local restaurant scene, University City restaurants have banded together with an innovative and generous plan to “pay it forward” by giving customers the opportunity to donate a meal to essential workers with every online order from participating restaurants.

“When you order online from one of our locally-owned, participating restaurants, you will have the opportunity to ‘pay it forward.’ By choosing to donate a meal when placing an order for curbside pickup or delivery, not only are you thanking frontline essential workers, but you are also supporting a small business in the community at a time when they need it most,” said Mohammed Qadadeh, owner of American Falafel located at 6314 Delmar Blvd. in the Loop.

To participate in the program, customers ordering online can add “Pay it Forward” or “Loop Give Back” in the instructions on the final checkout page. More details about the program are available at <https://exploreucity.com/loop-giveback/>

University City Mayor Terry Crow applauds the restaurant owners for organizing this program in just the past 24 hours. “Not only does University City enjoy a diverse range of locally-owned ethnic restaurants, our restaurants, retailers and residents are known for their generosity and commitment to helping others,” said Mayor Crow.

“St. Louis County’s most recent shut-down could again have a devastating consequences for our local restaurant scene, but together everyone can help those in need while enjoying the food they love from our local businesses and their staff that we care for most! #314Together,” said Qadadeh.

**About University City:** University City was incorporated on September 4, 1906 by founder Edward Gardner Lewis, as a city of learning, culture and beautiful neighborhoods. This diverse community of about 34,000 residents provides welcoming neighborhoods, thriving business districts, and is a great place to live, learn, work and be entertained. More information is available at [www.ucitymo.org](http://www.ucitymo.org).