



RESTAURANTS WORK TO KEEP TORONTO BEAUTIFUL ORHMA CALLS ON OTHERS TO PITCH IN

TORONTO – Today the Ontario Restaurant Hotel & Motel Association (ORHMA) issued a call to action to Toronto restaurateurs to pitch in and go above and beyond what they already do to keep Toronto beautiful and clean.

“It is imperative that we as business operators do all we can to maintain the image of Toronto as a travel destination that is safe and open for business and a place where city residents can enjoy our collective hospitality in a clean and appealing environment” said Tony Elenis, ORHMA President & CEO. “ORHMA encourages restaurant operators to take a moment to think of what they can do to maintain or enhance the cleanliness of city streets, storefronts, walk ways, and open spaces in your immediate business area in an effort to upholding the image of Toronto during the critical summer months.” Elenis continued.

As seen in recent media reports, the reputation of Toronto as a viable tourist destination this summer has been called into question and unflattering accounts of certain parts of the city have been a blemish on the image of Toronto as a clean and safe place for residents to enjoy themselves.

Many Toronto restaurants have already taken measures to address lingering amounts of litter and refuse prevalent on certain city streets and sidewalks. For example, one downtown restaurateur has gone so far as to “adopt” the block where they’re located and on a daily basis has employees remove litter gathered around sewer grates, garbage bins and pedestrian walk ways to ensure that the environment on the outside of their business is as welcoming as the environment inside.

The ORHMA wants to stress that this should be a temporary initiative until city services are restored. However in light of the ongoing economic challenges restaurant operators are facing this year, ORHMA believes the Toronto foodservice industry needs to do everything it can to avoid any loss of revenue in addition to mitigating any long-term damage to the city’s reputation as a viable place to enjoy the hospitality product we so proudly offer.

“ORHMA thanks all restaurant operators for their patience and effort to date in coping with the added burdens this season has brought upon the city, your community and of course our industry. Working together we can get beyond these challenges!” said Elenis.

About the ORHMA

The Ontario Restaurant Hotel & Motel Association is the largest provincial hospitality association in Canada representing more than 11,000 establishments across the province. Visit the ORHMA on the web at www.orphma.com.

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