FOR IMMEDIATE RELEASE

PTA Restaurant Week™ Launches in South Florida, Turning Everyday Meals into Fundraising for Local Schools

12 restaurant locations, seven schools and three counties come together November 2–15 for a new community fundraiser that supports education and local businesses.

BOCA RATON, Fla. — October 31, 2026 — What if supporting your local school were as simple as going out to eat?

That is the idea behind PTA Restaurant Week, a new community fundraiser running November 2–15 across Miami-Dade, Broward and Palm Beach counties. The first edition brings together 12 restaurant locations from six brands to support seven local schools.

During the event, participating restaurants will donate 10% to 25% of their PTA Restaurant Week menu sales directly to each school's parent organization, at no extra cost to diners.

The concept is simple: Families enjoy a meal. Restaurants grow their business. Schools receive much-needed funding.

FROM A FAMILY EXPERIENCE TO A COMMUNITY-WIDE IDEA

PTA Restaurant Week grew out of founder Emerson Silveira's own family. For eight years, he watched his wife give her days and weekends to their children's PTA, including three years as a director, organizing fundraisers, coordinating activities and asking the same families to give to school programs again and again.

"After watching my wife and so many other parents dedicate years of their lives to supporting our schools, I kept asking myself: Why does fundraising always have to mean asking families for more money?" said Silveira, founder and CEO of PTA Week Corp. "Families already go out to eat. So we made it simple: go out to eat, and the restaurant donates part of every Restaurant Week dish directly to your school's PTA. We hope each participating restaurant will raise between $1,000 and $5,000 for its school, and gain new customers and more business along the way."

Most school fundraisers rely on volunteers selling products, collecting donations or organizing a single restaurant night. PTA Restaurant Week is different: a two-week dining event where many restaurants and schools take part at the same time. Schools pay nothing to take part, and restaurants joined this pilot edition free of charge. The restaurants pay each school directly, and the money never passes through the organizers.

REAL IMPACT FOR LOCAL STUDENTS

At Spanish River Community High School in Boca Raton, the money will support the school's Latinos in Action chapter.

"The money raised during PTA Restaurant Week will help Latinos in Action increase our community engagement by funding service projects and social activities that celebrate every student's culture, and

help our students participate in events that will prepare them for college and the workforce," said Emmily Cicale of Latinos in Action at Spanish River Community High School.

At Ada Merritt K-8 Center in Miami, parents will use the money for cultural experiences for students in the school's Portuguese program.

"The money raised during PIPA's first edition of 'PTA Restaurant Week' will help us provide meaningful cultural experiences for the students in our Portuguese Program at Ada Merritt K-8 Center. It is a wonderful opportunity to bring our school community together and support local businesses — an easy way for everyone to make a difference, just by going out to eat," said Julie Temme, President of PIPA – Portuguese International Parents Association at Ada Merritt K-8 Center.

GOOD FOR SCHOOLS. GOOD FOR RESTAURANTS. GOOD FOR THE COMMUNITY.

Restaurants get new families through the door. Each location has its own page on ptarestaurantweek.com with its menu, photos, map and the school it supports. Participating restaurants are also promoted on PTA Restaurant Week's social channels and by community partners.

Each restaurant created a menu for the event. Old Lisbon is serving a Portuguese prix-fixe at $40 for lunch and $65 for dinner. TAP Brazilian Café in Brickell is raising money with six of its açaí bowls, November 2–9 only. Vale Food Co. renamed its Malibu Bowl the "PTA Spirit Bowl" for the two weeks and added a PTA Family Bundle. Chipotle on Glades Road in Boca Raton is hosting a fundraiser night on Monday, November 2, from 4 to 8 p.m., where 25% of every in-store or pickup order goes to Spanish River.

"Our motto is 'Eat well, do good, live better,' and PTA Restaurant Week puts all three in the same bowl. Every PTA Restaurant Week açaí bowl from November 2 to 9 helps the families of Ada Merritt K-8," said Pedro Uchoa, Partner & CEO of TAP Brazilian Café.

THE SCHOOLS, AND WHERE TO EAT FOR THEM

Miami-Dade County

- **Ada Merritt K-8 Center:** Old Lisbon (Coral Way), TAP Brazilian Café (Brickell, Nov. 2–9), Vale Food Co. (Brickell)
- **David Lawrence Jr. K-8 Center:** Old Lisbon (Aventura)
- **Downtown Doral Charter Upper School:** Old Lisbon (South Miami), Triple L Brazilian Foods (Hialeah), Vale Food Co. (Pinecrest)
- **Miami Beach Fienberg/Fisher K-8 Center:** Orilla Bar & Grill, Argentine steakhouse (Miami Beach)

Broward County

- **Tequesta Trace Middle School:** Vale Food Co. (Fort Lauderdale)

Palm Beach County

- **Plumosa School of the Arts K-8:** Vale Food Co. (Delray Beach)
- **Spanish River Community High School:** Vale Food Co. (Boca Raton), Chipotle (Glades Rd., Boca Raton, Nov. 2, 4–8 p.m. only)

A COMMUNITY EFFORT WITH ROOM TO GROW

The first edition is supported by Locality Bank as Presenting Sponsor, PIPA – Portuguese International Parents Association and Miami Mom Collective as Local Hero sponsors, and Miami Be Happy as media partner.

“Miami Be Happy participates in this effort to bring families and local businesses together, and PTA Restaurant Week does exactly that: our favorite restaurants helping our schools. We’re proud to be part of the first edition,” said Denise Guzzo, Co-Owner at Miami Be Happy.

The first edition is focused on South Florida. A second edition is planned for April 2027, and the long-term goal is to bring PTA Restaurant Week to school communities across the United States.

“Our goal is not simply to organize another restaurant promotion,” Silveira added. “We want to build something that schools, families and restaurants look forward to every year, something that becomes part of the community and makes supporting education an everyday thing.”

HOW TO PARTICIPATE

- Visit **ptarestaurantweek.com** to find participating restaurants, their menus and the schools they support.
- Order from a restaurant’s PTA Restaurant Week menu between November 2 and 15. Some locations take part on select dates only.
- Share your meal on social media with **#DineForYourSchool** and tag your school.

ABOUT PTA RESTAURANT WEEK

PTA Restaurant Week™ is a community fundraiser that connects local restaurants with schools and their parent organizations. Instead of one restaurant on one night, restaurants across the neighborhood raise money for local schools at the same time. The first edition runs November 2–15, 2026, in South Florida, with a second edition planned for April 2027. PTA Restaurant Week is produced by PTA Week Corp. and is not affiliated with or endorsed by the National PTA or the Florida PTA. Learn more at ptarestaurantweek.com.

MEDIA CONTACT

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For media: founder interviews in English and Portuguese; TAP Brazilian Café welcomes cameras at its Brickell restaurant; the Chipotle fundraiser night in Boca Raton on November 2; restaurant and dish photos and logos available on request.

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