



FOR IMMEDIATE RELEASE

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DALLAS RESTAURANT BOYCOTTED BY NRA DONATES \$15,000 TO GUN REFORM

Dallas Texas (May 7, 2018) On Mother's Day Sunday, May 13, **Ellen's** will be donating a portion of its proceeds from last week's sales, combined with customer donations, to **Moms Demand Action for Gun Sense in America**. The presentation of the gift in the amount of **\$15,000** will be made during a special Mother's Day celebration to be held at the restaurant at 3 p.m.

The story began on Friday, May 4, when **Ellen's** management decided to commemorate the arrival of the National Rifle Association (NRA) by issuing a note at the bottom of each customer receipt informing them that **"a portion of the week's receipts would be donated to organizations dedicated to implementing reasonable and effective gun regulations that protect citizens' 2nd Amendment rights and also help reduce needless gun violence."**

Within hours of the message being placed on the receipts, the NRA was aware of it and issued a boycott of the restaurant that was read and retweeted by tens of thousands of people. The reaction was instantaneous and overwhelming, with feedback streaming in from around the world. Over the next four days, the restaurant received thousands of social media post comments, multiple threats, fake reviews, prank phone calls, and visits from individuals who stood outside the restaurant to discourage people from dining there. Yet, the positive response to the boycott was far greater, with an outpouring of support in the form of patronage, verbal and written comments of support, and, importantly, in the form of donations to the cause. The entire **Ellen's** team is excited that the "receipt heard around the world" has taken on a life of its own, bringing in donations and support from around the globe.

Ellen's has always maintained their full support of 2nd Amendment rights, along with an understanding that we must protect our children in schools and police officers in the line of duty. **Ellen's'** ownership and staff were deeply affected by the attack on Dallas Police officers that took place just a few blocks from the restaurant on July 7, 2016. Those six officers were friends of the restaurant and the West End Historic District. After the NRA's inadequate response to those killings, just like to every other similar incident in recent years, **Ellen's** wanted not only to honor those fallen officers, but also to find ways to support efforts to prevent such tragedies from happening in the future.

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IT'S BRUNCH O'CLOCK SOMEWHERETM

Joe Groves, managing partner of **Ellen's**, said today, "The NRA of today is not the NRA that I knew as a young man. I grew up in a family that owned guns, hunted, and believed the right to bear arms was sacred; and so do I. But the NRA today is focused on money, lobbying, and politicizing the subject by creating a false narrative that the boogie-man is lurking out there to take away everyone's guns. That is simply not true. After the Parkland shooting, the NRA even stooped to disparaging and mocking the victims themselves. I cannot support the NRA in its current form and under its current leadership."

Donna Schmidt, Local Group Lead for **Moms Demand Action**, Dallas Chapter, said, "The vast majority of Americans, including the vast majority of NRA members, support responsible gun laws. We're grateful to **Ellen's** for standing up for common sense and are grateful for their donation."

About Ellen's: The restaurant opened in October 2012 in the West End Historic District of Downtown Dallas and quickly became one of the city's most popular dining spots. The highly-acclaimed restaurant specializes in creative comfort food inspired by the traditions of the South and serves brunch all day every day.

About Moms Demand Action: Moms Demand Action was founded by stay-at-home mom Shannon Watts on December 15, 2012 in response to the devastating shooting at Sandy Hook Elementary School. The organization quickly flourished into a leading force for gun violence prevention, with chapters in all 50 states and a powerful grassroots network of moms that has successfully effected change at the local, state and national level. In December 2013, Moms Demand Action partnered with Mayors Against Illegal Guns to unite a nationwide movement of millions of Americans working together to change the game and end the epidemic of gun violence that affects every community.

Moms Demand Action supports the 2nd Amendment, but they believe common-sense solutions can help decrease the escalating epidemic of gun violence that kills too many of our children and loved ones every day. Whether the gun violence happens in urban Chicago, suburban Virginia, or rural Texas, the organization believes we must act now on new and stronger gun laws and policies to protect our children.

Moms Demand Action envisions a country where all children and families are safe from gun violence. They are educating, motivating, and mobilizing supporters to take action that will result in stronger laws and policies to save lives.

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