



FOR IMMEDIATE RELEASE:

Fat Bar and FatBurger fills hearts for residents at The Shade Tree Shelter during 2nd Annual Fat Bar & FatBurger Holiday Give

Las Vegas (Dec. 24, 2014) – Darin Feinstein, founder/creator of Fat Bar on the Las Vegas Strip and franchise owner of three local FatBurgers, with his *2nd Annual Holiday Give Back to The Shade Tree*, filled more than tummies this holiday season by filling the hearts of those in need at The Shade Tree shelter for women, children and pets. Feinstein and his Fat Bar/FatBurger teams hosted a special holiday lunch by grilling FatBurgers on site for the Shade Tree residents, and invited friend and comedian/Rio headliner Eddie Griffin out to support the cause and share his hilarious brand of comedy. Red Mercury Entertainment’s show cast from the Riviera’s musical tribute shows *Forever Doo Wop* and *Forever Motor City* joined with an intimate a cappella performance for the residents. And ISI (Industry Supporting Industry) founders/partners Dana Anderson and Phillip Limon tapped artists to create and paint an entire new outdoor mural at The Shade Tree Shelter for the residents.

Three local FatBurger locations and Fat Bar on the Las Vegas Strip hosted a donation drive held November 1 through December 21 to encourage customers to indulge in one of many delicious FatBurgers and while placing their order, donate \$1 to The Shade Tree. Fat Bar matched every single \$1 donation by the public up to \$10,000 to support Shade Tree’s mission. FatBurger’s three local locations that participated in the Shade Tree drive were Fat Bar/FatBurger on the Las Vegas Strip: 3763 South Las Vegas Boulevard; FatBurger at Red Rock Resort & Casino, and FatBurger at Green Valley Ranch Resort & Casino.

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About The Shade Tree: For 25 years The Shade Tree, a 501(c)3 non-profit organization, has been dedicated to improving the lives of women, children and their pets affected by domestic violence and crisis in the Las Vegas valley. As the only organization with an animal shelter on campus, named Noah’s Animal House, The Shade Tree brings families together with their pets and connects them with assistance and services. The Shade Tree is the largest shelter of its kind in Nevada and is the only 24-hour accessible shelter designed specifically to meet the needs of women and children in Southern Nevada. With 364 permanent beds, The Shade Tree provides over 6,000 women and children safe shelter each year. To learn more about how you can support The Shade Tree, please call [\(702\) 385-0072](tel:7023850072) or visit www.theshadetree.org. For the latest news and events on The Shade Tree follow them at <https://www.facebook.com/TheShadeTreeLV> or Twitter @ShadeTreeVEGAS.

About Fat Bar: **Fat Bar** on the famous Las Vegas Strip was created by venture capitalist and entrepreneur Darin Feinstein (www.BlackStarLV.com) and entertains guests from all over the planet 24 hours a day and 365 days a year. Combined with the hit **FatBurger** franchise, Fat Bar offers one of the hottest spots in Sin City to eat a great burger, indulge in Vegas-themed cocktails and be immersed in the epicenter of people-watching places in Las Vegas with approximately 80,000 guests strolling by on weekends alone. FatBar’s vast signature cocktail menu has a variety of tasty cocktails such as the “Vegas Vacation” and the “Bloody Fat Mary.” With the classic **FatBurger** menu of various sized 100% USDA custom burgers, chicken burgers, turkey burgers, veggie burgers and famous sides of chili cheese fries and daily fresh onion rings that can’t be beat. www.FatBarLasvegas.com. Follow us on Social Media: FatBarLV.

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