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Innovative Devour At Home Event To Give Local Restaurants Crucial Boost
Local First Arizona Adapts the Devour Festival to an Innovative 2021 At Home program

PHOENIX, AZ – (February 15, 2021) – Winter in Arizona typically welcomes winter visitors arriving in droves to soak up the warm sun, and large events, such as the Waste Management Phoenix Open and the Barrett-Jackson auto show segueing into baseball spring training season. In other words, Arizona’s cool season is usually a bustling time for local businesses and is the season many of our hometown favorites rely on to be profitable to bolster them through the lean summer months.

It is an understatement that business isn’t as usual this year with dozens of local restaurants forced to shut their doors as a result of the pandemic. The eateries hanging on are relying on takeout orders for the majority or entirety of their business, making it imperative to give our local entrepreneurs a boost this season. Local First Arizona concocted a delicious way to adapt their annual Devour festival to support local restaurants with the 2021 Devour at Home event. The 2021 Devour Phoenix program offers an innovative way for valley residents to connect with their favorite restaurants or try a new cuisine from the comfort of their own homes. And participating restaurants will receive 100% of the proceeds from the 2021 Devour at Home program.

"It's critically important that our community steps up and continues to support our local chefs and restaurants. Devour at Home is the perfect opportunity to do that, and we are proud that AZ Federal continues to show support in this community effort," said Thomas Barr, Vice President of Business Development of Local First Arizona.

Arizona Federal Credit Union supports Local First Arizona and is a sponsor of the Devour event as it aligns with their mission to support the local community. Citing their member-owners who are business owners as their motivation, the Arizona Federal team considers it their duty to support local businesses with programs throughout the year, and to find new and creative ways to create an impact in our community and commends Local First and the Devour coalition for creating a new program that will offer supporters a unique and entertaining twist on the program.

"We value our partnership with Local First and support their efforts to promote and grow the local businesses in our community. Devour is such an important event for our local restaurants to reach new audiences and we applaud the Local First team and Devour event planners for creating an attractive solution to the barriers the usual event would face in these times," said Rachel Galvez, Marketing Partnerships Manager for Arizona Federal Credit Union.

Patrons of the Devour Phoenix restaurants will be able to order a prefix menu from their restaurant(s) of choice, with pick up February 27-28th. In addition to limited edition swag included with each order, many

restaurants offer additional experiences. For more information about the Devour event, please visit: www.devourphoenix.com

About Arizona Federal Credit Union

Arizona Federal is a \$2.3 billion not-for-profit, local cooperative providing financial services and expertise to more than 140,000 member/owners. Founded in 1936, the credit union empowers members to take hold of their financial future through the delivery of leading-edge self-service tools and mobile apps, competitive rates on loans and deposits, robust home loan solutions, identity protection services, and small business services and commercial loans. Arizona Federal has a history of local community involvement and is the sponsor of the LiveNation Theatre venue and exclusive credit union partner of the Phoenix Rising FC. The credit union has 14 locations across the Phoenix metropolitan area. Deposits are federally insured by the National Credit Union Administration. For more information: ArizonaFederal.org.

About Local First Arizona

Founded in 2003 by Kimber Lanning, Local First Arizona is a community and economic development organization working to passionately build a diverse, inclusive and prosperous Arizona economy by innovatively connecting people, locally owned businesses, and communities. LFA educates consumers about the interconnectedness of the economy, trains small businesses to be more effective and more competitive, helps larger Arizona businesses and institutions tell their story as champions of Arizona, and creates programs and events that make it fun and easy to discover local businesses and buy local. Visit www.localfirstaz.com for more information and a directory of more than 3,000 locally owned businesses.

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