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**Chen Chow Brasserie Rolls Out 'Celebrity Sushi Roll' Program with WDIV's Rhonda Walker**

*Proceeds to benefit local nonprofits*

**Birmingham, MI (November 1, 2011)** – Chen Chow Brasserie (Chen Chow) today announced the launch of its all-new monthly celebrity sushi roll program. Each month, the restaurant will aim to partner with a local, regional or national figure to feature a signature sushi roll in support of their charity of choice. To kick off the program, Executive Chef Benjamin Meyer crafted a maki roll inspired by WDIV anchor, Rhonda Walker. The *Rhonda Walker Roll* will be featured on the sushi menu throughout the month of November. Priced at \$16, a portion of the sale of each celebrity roll will be donated to the Rhonda Walker Foundation for inner city teen girls.

Meyer worked with Walker to create the light and flavorful maki roll prepared with orange coriander poached tiger shrimp, deviled crab and avocado topped with caramelized layers of avocado and salmon finished with a Michigan apple cider reduction and Sugar In The Raw crunch. Meyer embraced some of Walker's favorites for inspiration, including salmon, shrimp tempura and rainbow rolls. "I'm thrilled to be working with Chen Chow on this exciting initiative," Walker said. "I love the fact that Chef Benjamin and the rest of the team are committed to using their culinary talents to raise awareness of local charitable organizations."

The celebrity sushi roll program is the brainchild of Meyer and Chen Chow's general manager, Tracy Wilson. The two felt it was important to recognize and advance the work of nonprofits like the Rhonda Walker Foundation that are dedicated to making an impact in the community. "We thought it would be a fun way to do what we love to do at Chen Chow – make delicious sushi, while at the same time, giving back" said Meyer. "The celebrity sushi program is a great way to directly engage our patrons in the process; to give them an opportunity to work with us to make a contribution," added Wilson.

The *Rhonda Walker Roll* will be available beginning Tuesday, November 1 and will remain on the menu for the duration of the month. Walker will be on hand to officially debut the roll on Friday, November 4 at Chen Chow's first-ever First Friday's happy hour event. To find out more about the restaurant's extensive sushi menu, events, executive chef and management team, visit [www.chenchow.com](http://www.chenchow.com).

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### **About Chen Chow Brasserie**

Situated on North Old Woodward Avenue in downtown Birmingham, Chen Chow Brasserie embraces various elements of Asian Cuisine by offering an exquisite dining experience set amidst a chic and alluring atmosphere. Executive Chef Benjamin Meyer's menu is punctuated by intense flavors from worldly ingredients, featuring composed entrees and introductions as well as a succulent variety of maki sushi, nigiri and sashimi. Fan favorites include the Kobe Beef Hot Rock introduction, Miso Sea Bass and the Lobster prepared Four Ways. Chen Chow's Onyx lounge offers a vibrant happy hour scene Mon-Fri from 4 p.m. until 7 p.m. The restaurant is open for dinner nightly beginning at 5 p.m. Look for Chen Chow on Facebook, Twitter and online at [www.chenchow.com](http://www.chenchow.com).

### **About the Rhonda Walker Foundation (RWF)**

The Rhonda Walker Foundation was founded by Rhonda Walker in 2003 with a mission to empower inner city teen girls toward becoming strong confident, successful and moral future leaders. Its core program, *Girls into Women*, is a five-year program for teen girls beginning in their eighth grade year and continuing until they graduate from high school. Since its inception eight years ago, the RWF has maintained 100% high school and college graduation rates among girls that have completed the program. The foundation continues to advance its mission with the support of sponsors and volunteers through monthly programs, workshops and activities. RWF's career development programs include mentoring, a self-esteem building summer camp, cross country college tours, extensive etiquette, public speaking, goal-setting and confidence training, community outreach projects with homeless women and children, and much more. For more information, visit [www.rhondawalkerfoundation.org](http://www.rhondawalkerfoundation.org).

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