



NIGHT OUT FOR  
**AUSTIN TICE**

JULY 14, 2020

## FAQ FOR RESTAURANTS

### Q: Who Is Austin Tice?

**A:** Austin is an award-winning American journalist, a veteran Captain in the U.S. Marine Corps, a seventh-generation Texan from Houston, and a graduate of Georgetown University. In 2012 after seeing reports of the refugee crisis unfolding in Syria, Austin picked up his camera and headed straight to the front lines as a freelance reporter. He delivered important dispatches to *The Washington Post*, McClatchy, and others, before he was detained at a checkpoint outside of Damascus on August 14, 2012, three days after celebrating his 31st birthday. In April 2018, the FBI offered a \$1 million reward for information leading to his safe return.

### Q: What Is “NIGHT OUT FOR AUSTIN TICE”?

**A:** A coalition of restaurants are joining The National Press Club and its Press Freedom Partners to raise awareness of Austin’s case AND raise more reward money through the **NIGHT OUT** program. The program encourages restaurants to offer a **NIGHT OUT** promotion at their restaurant on July 14, 2020. To participate, we are asking restaurants and businesses to either pledge a percentage of the revenue from their July 14 service or pay a “registration fee” in the form of a flat \$500 one-time contribution. Once registered, participants will receive a package of promotional materials to display in their restaurants or storefronts and be listed as an official partner in all future advertising/marketing and publicity related to the **NIGHT OUT** program, which encourages diners to support participating restaurants.

### Q: Why Support This Program?

**A:** Austin is the only American journalist currently being held overseas and has now been detained longer than any other American journalist on record. A veteran Marine Captain who fought in Iraq and Afghanistan, Austin has dedicated his life to the service of others. By participating in **NIGHT OUT**, you will play a meaningful role in helping to ensure this American hero is returned safely home to his family and friends.

### Q: What Are the Plans for Advertising/Marketing and Publicity?

**A:** *The Washington Post* and McClatchy News Service have agreed to place print and digital ads telling diners which restaurants are participating and acknowledging their support. In addition, participating restaurants will receive promotional content for use on websites and other communications to clientele. Restaurants also will receive in-store collateral that can be displayed in advance of the **NIGHT OUT** to encourage dining out on July 14. The National Press Club will hold regular briefings for media about which restaurants have joined the program and how many there are in each state. The Press Club will make sustained efforts to keep media informed through news conferences, press releases and on its website.

**Q: What Happens If Austin Is Returned Without The Help of Reward Money?**

**A:** Austin's parents will direct the money to be used by agencies to help Austin return to society. The funds can be used for his medical care, housing, transportation and other essential needs.

**Q: Can We Have Someone Speak at Our Restaurant On July 14 To Talk About Austin Tice Or Take Questions?**

**A:** The National Press Club will webcast a program on July 14 that can be streamed at your restaurant. You will just need web access and the ability to show video on a screen. The Press Club can also work with you to identify a qualified local speaker who can visit your restaurant to speak and take questions that night if you wish.

**Q: What Are Your Goals for NIGHT OUT FOR AUSTIN TICE?**

**A:** Our main objective is to help bring Austin Tice home. By organizing **NIGHT OUT** events in cities and communities across the country, we hope to make Austin Tice a household name and a regular fixture in the headlines, and keep up the pressure for Austin's release.

**Q: Are the Proceeds That I Donate Tax-Deductible?**

**A:** Yes. Your pledge will go to the National Press Club Journalism Institute, which is a 501-c3.