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Contact:

Tammi Hughes

Executive Director

East 10th Street Civic Association

P: 317.633.8162

C: 317.441.5415

thughes@teneast.org

**Neighborhood-based Restaurant Recruited to the 10 East Main Street Business District
*J.S. Reutz Café to open in John H. Boner Community Center on September 25***

INDIANAPOLIS, IN, September 22, 2008 – The East 10th Street Civic Association is pleased to announce the September 25 grand opening of **J.S. Reutz Café**, 2236 E. 10th St. (northeast corner of East 10th Street and Jefferson Avenue) in the John H. Boner Community Center.

The opening is the culmination of months of planning and effort by restaurateur Jeff Reuter, resident of the Little Flower neighborhood association; the East 10th Street Civic Association; and the John H. Boner Community Center. Earlier this year, Reuter was looking for a restaurant location close to home. The Boner Center had available space. The Civic Association was determined to find the right fit for the neighborhood. And all three share the same mission of improving the quality of life on the city's near Eastside.

As a participant in the Civic Association's Business/Tenant Recruitment Program, Reuter enrolled in the program in early March 2008. Throughout the last six months, Reuter has worked directly with the Civic Association and its partners to finalize a business plan; complete the build-out of the café space; plan for and install the café's exterior sign package; and hire/train employees. To date, the Civic Association has been able to offer technical assistance and funding totaling more than \$7,000 in grants, donations and professional/business development expertise.

"I've received so much support from the Civic Association, the John H. Boner Community Center, NESCO and the community," said Reuter. "Everyone's done a great job promoting the place and letting people know this is happening. This is going to be a really good partnership. And, as somebody so invested in the neighborhood, I'm glad to do my part to help other people to say 'this guy is willing to take a chance, so maybe I should too.'"

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J.S. Reutz Café Grand Opening
Add One

In addition to operating the restaurant in the storefront location of the John H. Boner Community Center, Reuter will help with catering and food prep needs for other events held in the community center building. These might include neighborhood association gatherings, board meetings and other community events.

“We’re very pleased to have such an excellent fit in our building and in our community,” said James Taylor, chief executive officer of the Boner Community Center.

Tammi Hughes, executive director of the East 10th Street Civic Association, agreed.

“The successful recruitment of Jeff Reuter and his neighborhood-serving business like the J.S. Reutz Café, is a perfect reflection of the Association’s strategic plan to continue the growth along the 10 East Main Street district,” said Hughes. “The district already has a diverse mix of retail, specialty shops, and food and beverage establishments. The J.S. Reutz Café is a great addition to that mix, and is a great example of a business that meets the social, economic and cultural needs of the near Eastside community.”

As an active resident in the nearby Little Flower Neighborhood Association, Reuter sees the opening of his new health-conscious, deli-style breakfast and lunch spot as a true community effort. He said friends and neighbors have made investments of both money and time to help make café a reality.

At lunchtime, the café, which employs three people aside from Reuter, offers soups, salads, sandwiches and wraps for lunch - all of which focus on many fresh and healthy options. Non-traditional options fill the breakfast menu. Reuter, known for his award-winning meatloaf and homemade desserts at his previous restaurant — Joe Reuzar’s Deli in Fountain Square — plans to use Indiana products whenever possible.

“With its high quality food and reasonable prices, J.S. Reutz Café is perfect for the people who live, work and drive along the 10 East Main Street district,” said Hughes.

Festivities for the grand opening include a customary ribbon-cutting, comments from the community and a tasting of a few of Reuter’s menu items. The celebration is scheduled for Thursday, September 25, 10 a.m. in front of the J.S. Reutz Café, 2236 E. 10th Street (northeast corner of East 10th Street and Jefferson Avenue).

J.S. Reutz Café Grand Opening
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About East 10th Street Civic Association

The East 10th Street Civic Association is a not-for-profit, charitable and community-led organization dedicated to the revitalization of the 10 East Main Street business district. The Civic Association offers strategic business, economic and community development resources to many of the district's business and property owners. Collaborative partners include the City of Indianapolis; Local Initiatives Support Corporation; Department of Housing and Urban Development; Central Indiana Community Foundation; John H. Boner Community Center; Riley Area CDC; and Citizens Energy Group.

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