Media Pitch Memo

EXCLUSIVE: Chill Since ‘93 opening location in Chicago

I wanted to reach out to make you aware of this exciting addition to the Chicago restaurant scene. I thought your publication would be ideal for our grand opening, this could be an exciting story to share with your young readers who are interested in Chicago theatre and restaurant culture.

Chill Since’93 since its opening in 2022 has taken the internet by storm and had gained the attention of young women everywhere. The Malibu teen aesthetic is trend-setting and relevant, now in 2023 Chill Since’93 has opened their new restaurant location in the northside of Chicago. Chill Since’93 is the restaurant Chicago teens are anticipating for, a place where they can feel like Malibu Barbie even in Chicago’s harshest winters. Now that Chicago Theatre Week is upon us, Chill Since’93 will be partnering with Steppenwolf where audiences can use their tickets to receive a special restaurant offer.

The Highlights:

* Photos of Silvio Marsan and Head Chef
* Statements from Silvio about Chill since’93
* Interviews with members of Silvio’s staff
* Space for journalists and photographers

We are offering the grand opening of Chill since’93 to your publication, so I would need to know by December 5, 2024, if you are interested. I can assure you that Silvio Marsan will cooperate with writers and photographers. We have photos and videos for you to consider and we can arrange interviews with members of Silvio Marsan’s staff.

Please let me know how I might help.

**Maya Banda**

Public Relations Director

Chill Since ‘93

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Contacts:

Emily Larsen, Chicago Food Magazine, editor@chicagofoodmagazine.com

Emily Larsen is one of the contributing writers for Chicago food magazine. I wanted to reach out to Chicago Food Magazine because they create news content about upcoming Chicago restaurants as well as food reviews. Emily Larsen past articles were new restaurant reviews which is needed for Chill Since’93.