

FOR IMMEDIATE RELEASE

Firefly Grill recognized at the 2009 Illinois Governor's Conference on Tourism as a Top Stop

Effingham, IL April 7, 2009 — The Firefly Grill was recently recognized at the 2009 Governor's Conference on Tourism in Chicago for not only its going green efforts, but also for the unique experience it offers its diners.

The annual conference, held March 4-6, brings together tourism professionals to showcase tourism in Illinois and to promote the latest information, products and services that enhance Illinois travel. The firefly was recognized in the State of Tourism Address delivered by Illinois Bureau of Tourism Deputy Director Jan Kostner.

This follows the Firefly being named the #1 American Cuisine restaurant in Chicago by the voters of Open Table. The Firefly is located more than 150 miles from Chicago, in the rural city of Effingham, population 12,000. With its unique menu and its green creed, the Firefly is perfectly poised to capitalize on the National Restaurant Association's 2009 Restaurant Industry Forecast of Trends in Healthier Options and "Greener" Restaurants.

Designed by CCS Architecture, San Francisco, the 250-seat, 5,000 square foot restaurant was built to harmonize with the Illinois countryside. "My wife Kristie and I have an environmental conscience, and we wanted the Firefly to be an extension of this," said co-owner and Chef Niall Campbell. The building is built from recycled steel and recycled wood, reminiscent of a Midwestern prairie barn. Chairs are recycled from the Hard Rock Café in New York, and tables are Boos Butcher Block, a local company that adheres to sustainable practices. All appliances are energy-efficient and "to-go" containers are biodegradable.

Blending flavors, textures and foods, the Firefly serves "American" cuisine with a twist - a globally-infused menu based on Chef Campbell's world travel and experiences. The menu changes daily and is largely based on what is fresh and in-season. The restaurant adheres to sustainable agriculture practices whenever possible. The Firefly's garden, which produces much of the produce used by the restaurant, is fertilized using composted food scraps and irrigated with water from the adjacent lake. Other produce, as well as lamb, elk, beef and pork, is sourced from local farmers to insure quality and reduce fossil fuel emissions used during transportation. Leftover menus are used to start brick oven fires every day.

The Firefly Grill has received national attention for its globally inspired cuisine and its natural eco-friendliness. Named the #2 eco-friendly restaurant in the U.S by *Bon Appetit*, the #2 restaurant in St. Louis by *The Riverfront Times*, it was highlighted last year as "worth the road trip" by *Chicago Tribune* critic Phil Vettel. The Firefly can be found on the web at www.ffgrill.com or reached via phone at 217-342-2002.

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The Firefly Grill, located on the shores of Lake Kristie in Effingham, Illinois, was opened in March 2006 and currently employs more than 50 people. For more information contact Kristie Campbell at 217-342-2002, Kristie@ffgrill.com or twitter.com/fireflygrill.