



FOR IMMEDIATE RELEASE:

Firefly Grill Opens for Business

Effingham, IL February 28, 2006 — The Firefly Grill opened its doors, bringing a new level of dining to Effingham.

With an eco-friendly design and a unique blend of global-inspired menu items, the firefly promises a unique dining experience. "We want to bring the tastes and flavors from different areas and cultures to our diners," said Niall Campbell, chef and co-owner. Campbell is co-owner along with his wife Kristie. "Food is a journey, an experience, and our passion. It's something we want to share with others, and the firefly is our way to do this," he added.

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," 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 is fertilized using composted food scraps and irrigated with water from the adjacent lake. The garden provides much of the produce used by the restaurant during the growing season. 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 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. It 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 in 2008 as "worth the road trip" by Chicago Tribune critic Phil Vettel. For more information contact Kristie Campbell at 217-342-2002, Kristie@ffgrill.com or twitter.com/fireflygrill.

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