



UTOPIA COMMUNICATIONS, Inc.
Changing the world, one client at a time.

Veterans Are Numero UNO

The Challenge: Uno Chicago Grill® approached Utopia communications about doing a special program for Veteran’s Day just three weeks prior to the holiday. Utopia suggested UNO partner with the Fisher House Organization, which is best known for its network of 43 comfort homes on the grounds of major military and VA medical centers. Since military and their families are stationed worldwide and must often travel great distances for specialized medical care, Fisher House Foundation donates “comfort homes,” that allow family members to be close to a loved one at the most stressful times.

The Gameplan: Utopia staged a press conference featuring former Redskin and Super Bowl XXVI MVP Mark Rypien and Uno Chicago Grill® CEO and Vietnam Veteran Frank Guidara prior to the delivery of pizzas and goodwill to residents of the three Fisher Houses, which support members of the military and their families located at Walter Reed Army Medical Center. The group then served hundreds of pizzas to residents of the Malogne House and Walter Reed Army Medical Center and interacted with those recovering, their families and the staff. Later that evening, Guidara attended a Fisher House fundraiser for a new house in UNO’s home market of Boston, MA. In addition, Utopia publicized a “buy one get one” Veterans Day deal for those who showed up at a Uno Chicago Grill in uniform or presented a military I.D. on Veteran’s Day.

The Result: Uno Chicago Grill boosted its daily sales by 20%, and the soldiers and their families were extremely grateful. Media coverage for both the BOGO promotion and press event included features in FOX News, ESPN, The Chicago Tribune, Daily News, CNN, NBC and ABC.



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