

FOR IMMEDIATE RELEASE

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McKinley Park News Welcomes Pochos to Sponsor Program via Restaurant Revival

CHICAGO — The brunch-forward innovators of Pochos restaurant in Chicago's McKinley Park neighborhood have extended their message and reach with a Sponsorship of the *McKinley Park News*, a micro-local online news publication covering Chicago's McKinley Park Community Area and Central Manufacturing District at <https://mckinleypark.news>.

"We are overjoyed to help represent a restaurant of Pochos' caliber," said *McKinley Park News* Publisher Justin Kerr. "The plaudits they've received in Chicago and regional press are so well-deserved."

Pochos joins the *McKinley Park News* as a Sponsor through the publication's Restaurant Revival program: a special initiative to discount or defer the annual sponsorship fee for independent restaurants located in the McKinley Park neighborhood.

In addition to Sponsor benefits, Pochos gets a top listing in the publication's McKinley Park Food & Drink Guide, which maps, lists and details all of the restaurants, taverns, grocers and food outlets in the neighborhood.

"We list everyone we can find in the Food & Drink Guide at no cost," Kerr said, "but our Sponsors enjoy a lot more presence and promotion there, just as they do throughout our website and media channels."

Kerr noted the advertising tools available to Sponsors, such as the included access to premium classified ads like Help Wanted, Housing and B2B, plus options like Cost Per Click (CPC) and Cost Per Lead (CPL) banner ads. Sponsors can also post their commercial events – such as sales events – to the publication's neighborhood event calendars, Kerr said.

"We're so happy to be able to serve the McKinley Park neighborhood," said Pochos General Manager Irene Acosta. "This helps us make sure everyone knows all about Pochos."

ABOUT THE MCKINLEY PARK NEWS

The *McKinley Park News* is a micro-local online publication covering the McKinley Park Community Area and Central Manufacturing District of Chicago from its website at <https://mckinleypark.news>. Its features include original news reporting, a comprehensive calendar of neighborhood events and an interactive membership and subscription system. Online as a neighborhood resource since 2012, the *McKinley Park News* launched its commercial operations in 2019 as a publication of Local News LLC.

ABOUT POCHOS

Pochos restaurant is located at 2025 W. 35th St., Chicago, in the McKinley Park neighborhood. Open since 2019, Pochos has been serving breakfast, lunch and brunch to high praise and acclaim in Chicago and regional media. Run as an independent start-up by neighborhood restaurant industry pros, Pochos mixes Mexican and American influences on its regularly changing menu. Pochos is open 9 a.m. to 4 p.m. Wednesdays through Monday.

RELATED ONLINE RESOURCES

- Pochos Sponsor Profile: <https://mckinleypark.news/user/987-pochos>
- McKinley Park Food & Drink Guide: <https://mckinleypark.news/neighborhood/food-drink-guide>
- Pochos Food & Drink Guide Listing: <https://mckinleypark.news/neighborhood/maps/mckinley-park-food-drink/321-mckinley-park-food-drink-guide/20-pochos>
- Restaurant Revival Announcement: <https://mckinleypark.news/info/announcements/1588-mckinley-park-news-launches-neighborhood-restaurant-revival>
- Sponsors Showcase: <https://mckinleypark.news/sponsors>
- Sponsorship Info: <https://mckinleypark.news/sponsors/become-a-sponsor>
- Pochos Website: <https://www.pochoschicago.com>

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