



12 Cuts Brazilian Steakhouse Supports Clean Homes for Cancer Patients

By Lucy Lee

FOR IMMEDIATE RELEASE

MAKING A DIFFERENCE FOR CANCER PATIENTS FROM OCT 18–OCT 31

Dallas, TX – October 1, 2021 – In support of Breast Cancer Awareness month, 12 Cuts Brazilian Steakhouse is helping cancer patients receive the much needed gift of professional house cleaning. From **Sunday, October 18th—Sunday, October 31st**, 12 Cuts will donate a portion of all proceeds from restaurant dining, catering, and curbside pickup orders to Cleaning for a Reason, an ISSA Charities™ signature program that serves cancer patients by providing free home cleaning services.

“12 Cuts is proud to work with Cleaning for a Reason to help support clean homes for cancer patients,” said co-owner Alda Boiani. “During the coronavirus lockdown, we all learned that a clean home is a safe, healthy home. Cancer patients are truly in need of clean, sanitized homes as they are often immune compromised and too physically and emotionally drained from treatments to manage household chores.”

Cancer care, which often involves inpatient treatment, has been significantly affected by COVID-19.

“COVID-19 has brought on new challenges for all of us and it has hit the families that we serve especially hard,” said Sandy Wolfrum, Director of Development for ISSA Charities. “The quality of life deteriorated for many cancer patients who had to revise treatment protocols to postpone surgeries and to minimize chemo visits despite fear of disease progression. Cleaning for a Reason provides essential cleaning for cancer patients when they need it the most. The need is greater than ever to help as many patients as possible during their cancer battle.”

Raffle Table

12 Cuts will have on display donated raffle prizes, including a Yeti Cooler, an ultimate house cleaning kit, dinner for four from 12 Cuts, and much more in support of Cleaning for a Reason. Diners and the public are invited to purchase raffle tickets and make donations to Cleaning for a Reason to support their efforts to clean for cancer.

Raffle tickets are being sold online beginning October 15th through October 31st at <link>. Restaurant patronage is not required to participate. Winners to be announced the following week.

Wine for Cancer

For anyone who buys a raffle ticket, 12 Cuts will offer two glasses of red or white house wine at \$10.00, starting at Happy Hour on weeknights from 4:00pm to 6:30pm. Patrons can also enjoy the full churrasco dinner experience featuring 12 cuts of prime meat served tableside, along with an organic salad bar, specialty sides, and homemade desserts.

Said Boiani, “My husband and I have had the good fortune to be in a position where we can help, and we hope that all those in the community who are equally blessed can join us during the last half of October as we raise funds to support cancer patients in the most practical of ways through the gift of a clean home.”

About 12 Cuts Brazilian Steakhouse

A local family-owned restaurant, 12 Cuts Brazilian Steakhouse serves prime cuts cooked in the churrasco style, a salad bar with fresh organic offerings, specialty sides, and homemade desserts. A churrascaria is a place where large pieces of meat are skewered, seasoned with a select blend of spices, and then slowly roasted over an open fire. 12 Cuts offers the charm of gaucho servers, carving the meat off skewers right at the table. The restaurant specializes in private group dining and can customize a menu to budget and dietary needs. Recognized by Texas Foodies TV and winner of Diners’ Choice Awards, 12 Cuts is open for lunch and dinner daily. For more information and to make online reservations, see 12cutssteakhouse.com.

About Cleaning for a Reason

Cleaning for a Reason partners with more than 1,200 residential cleaners throughout the United States and Canada to offer free house cleaning to any household battling cancer. Since 2006, the nonprofit and its cleaning partners have donated more than \$14.7 million in services, helping more than 43,000 cancer patients. In 2017, Cleaning for a Reason was adopted by ISSA Charities, the charitable arm of ISSA, The Worldwide Cleaning Industry Association. To learn more about Cleaning for a Reason and to apply for free house cleaning, see cleaningforareason.org.

About ISSA Charities

ISSA Charities™ is the charitable and philanthropic arm of ISSA and the worldwide cleaning industry. A 501(c)(3) organization, ISSA Charities’ mission is to make the world a cleaner, healthier, better place to live by sponsoring, funding, and operating charitable and social programs directly connected to the cleaning industry. Our Signature Charities are changing the way the world views cleaning: Cleaning for a Reason provides professional home cleaning for cancer patients; the ISSA Hygieia Network advances women, diversity, equity and inclusion in the cleaning industry; and ISSA Scholars supports youth with scholarship aid and seasonal internships. To learn more about ISSA Charities, visit issacharities.org.