



## 120-Year Celebration Toolkit

June 13, 2026

**Theme:** 120 Years of Service, Strength & Community

This campaign celebrates the California Restaurant Association's 120th anniversary and honors the resilience, creativity, and community impact of California's restaurant industry.

# YOUR TOOLKIT

## CRA 120 MEMBER TOOLKIT

**Celebrate. Share. Be Part of the Story.**

The California Restaurant Association is celebrating **120 years** on **June 13**, and we want YOU to join in!

### HOW TO PARTICIPATE

It's easy:

1. Pick ONE theme below (OR TRY THEM ALL)
2. Post on social media anytime in May & June
3. Use the hashtag **#CRA120**
4. Tag **@CalRestaurants**

Use these questions to tie back into your theme:

- What is one thing you wish you had of known when you started in the industry and how the CRA can help?
- What CRA services have you used that has helped you to serve your community and team better?
- How has being part of the CRA helped to extend your network?
- Why is membership important to you?
- What is the value of a CRA membership to you?
- Why is it important for someone to be part of the CRA?

## THEMES

### STORYTELLING (Theme: Where We've Been)

Tell us your story:

- Throwback photo
- Opening day memory
- Your restaurant story

**Try this caption:**

Then  Now

Grateful for how far we've come as we celebrate 120 years of the CRA.  
**#CRA120 #Since1906**

## **IMPACT (Theme: What We Do Matters)**

Show your impact:

- Your team
- Community involvement
- Why you love this industry

### **Try this caption:**

Restaurants are more than meals - they're community.  
Proud to serve [City Name] and celebrate 120 years of the CRA.  
#CRA120 #Community

## **CONNECTION (Theme: We Are CRA)**

Join the movement:

- Team photo
- Short video ("Happy 120th CRA!")
- Tag another restaurant

### **Try this caption:**

Proud to be part of California's restaurant community.  
Happy 120th CRA! 🎉  
#CRA120 #WeAreCRA

## **Make it your own**

Add a personal touch:

- "Serving [City Name] since [Year]"
- "Family-owned since [Year]"
- "Proud CRA member"

## **Other Quick video idea (5 to 10 seconds)**

- "Happy 120th CRA!"
- "Proud to be part of this community!"

### **Pro tips**

- Keep it simple - authentic posts perform best
- Tag another restaurant to join in
- Show your team, your food, your story
- Don't forget to share photos (if you have them)
- Videos should be no longer than a minute

### **Thank you for being part of 120 years**

Your story is what makes California's restaurant community so special.

#CRA120 #CaliforniaRestaurants #RestaurantStrong