



## TO THE FAMILY FRANCHISE, KEEP RISING.

"We're down to 15% of our regular sales," reported Portland restaurant owner John Jackson, at the height of the pandemic. He opened Heroes American Café last September and was vandalized the next month during the protests that rocked downtown Portland.

Jackson is one of more than 60 Oregon/SW Washington recipients of Comcast RISE, a program to aid minority-owned small businesses.

"Receiving support from Comcast RISE certainly helped us keep going," said Jackson. The support he's referring to came in the form of free TV advertising giving Heroes Café its first TV exposure in Portland. "It was a great way to get the word out that we're still here."

"It's encouraging to see Comcast, a leader in technology and entertainment, focus on the economic divide," said Jackson. "Every bit of assistance made a difference in helping small businesses like mine survive until things started to return to normal."

Jackson opened his first restaurant after an 11-year stint in the Marine Corps during Desert Storm. His aim is to bring people together with the power of a meal. "I named it Heroes American Café to honor all heroes we know: teachers, first responders, veterans."

"I put two of the things I care about together: those who serve our communities and good food – to create a concept that appeals to all Americans, red or blue," explained Jackson. "Heroes American Café is a place where we can all come together, have a meal, forget about the world's problems, and have a few minutes of joy."

Jackson also owns another restaurant in Portland, one in Medford, and one in Grants Pass. And he's eyeing the development of fifth location, possibly in Hillsboro. "Heroes will survive this," said Jackson confidently.

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