



# LESSING FLYNN

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## DSM: SUSHIBOMB II Raises \$4,000 for Salisbury House and Gardens

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**Des Moines, Dec. 1, 2011:** DSM: SUSHIBOMB's presenting sponsor, Lessing-Flynn Advertising, announced today that the second annual DSM: SUSHIBOMB raised \$4,000 for the event's host, Salisbury House and Gardens. The money will be used to help renovate the historic kitchen at the landmark venue.

The 275-plus people who attended the event enjoyed Japanese cuisine prepared by six local vendors: Appare Japanese Steakhouse, Happi Sushi, Hoshi Sushi Lounge, Sakari Sushi Lounge, Samurai Sushi and Hibachi, and Taki Japanese Steakhouse. The event also featured cultural presentations from the Iowa Asian Alliance and the Japan American Society of Iowa, an introductory sushi class taught by La Tran of Hoshi Sushi Lounge, Asian-inspired floral arrangements created by Boesen the Florist, and live music on the terrace performed by local musicians, The \$NACK\$.



"Sushi is the natural star of DSM: SUSHIBOMB, but it's having an historic venue like Salisbury House and Gardens that makes it a truly complete cultural event," said Emily Beckmann, project manager at Lessing-Flynn who served as event director. "I'm personally very proud that all of the proceeds will benefit a local historical landmark in Des Moines, but none of this would have been possible without the great support we received from the local community, the participating sushi restaurants, and the many sponsors and in-kind donors."

Last year, over 175 people attended the inaugural DSM: SUSHIBOMB, hosted by Jasper Winery in Des Moines. Wanting the event to both showcase and benefit a local historic landmark this time around, Lessing-Flynn selected Salisbury House and Gardens over several notable venues.

"We at Salisbury House and Gardens were honored to be the recipient of the generosity of those involved with DSM: SUSHIBOMB," said Mark Heppner, Executive Director of Salisbury House and Gardens. "Not only was the event unforgettable, but it was very befitting to the legacy of the Weeks family who always encouraged the acceptance and understanding of other cultures. The proceeds will assist us in the important work of restoring Salisbury House to its original grandeur and, in particular, the efforts to restore the historic kitchen to its original interpretive appearance."