

## **LiveCheapr Inc. Announces 2<sup>nd</sup> Annual Chicago Halal Food Festival**

**Chicago, Illinois** –Chicagoland based LiveCheapr Inc. has announced its second annual Chicago Halal Food Festival to take place at the UIC Forum in Chicago on Saturday, October 25 from 11am to 10pm and Sunday, October 26, from 11am to 7pm.

More than 10,000 guests are expected to attend the popular, now two-day event, which offers a taste of halal foods from locally owned halal restaurants to internationally recognized halal food brands. The festival is a family-friendly event with live entertainment and will also feature halal products and services.

“Ultimately, we want the Chicago Halal Food Festival to bring families and friends together to have a great time” said Salman Jahedi, LiveCheapr Inc. President. “At the 2013 festival, we had different generations of families coming together from all across the country to enjoy the best halal foods that Chicago has to offer. The energy was incredible.”

Tickets for entry can be purchased at the onsite registration booth at the festival for \$7/person while children 5 and under are free. Vendor and sponsorship opportunities for halal-certified businesses wishing to participate can be found online at <http://www.halalfestivals.com/> or by contacting [info@halalfestivals.com](mailto:info@halalfestivals.com).

According to the Islamic Food and Nutrition Council of America (IFANCA), U.S. consumers spent \$15 billion dollars on halal products in 2011 and are projected to spend over \$20 billion by 2015. “There is a growing demand for both halal food and products across the nation. Our goal is to demonstrate to corporations and small businesses alike that introducing halal items into their menu can boost profits while delivering more options to halal consumers.” said Jahedi.

### **About Halal Food Festivals**

Halal Food Festivals is a part of LiveCheapr Inc., established in 2010 by Salman Jahedi and Eugene Spivak, who developed a website assisting local businesses increase exposure and attract new clientele. LiveCheapr has evolved and is now dedicated to organizing and marketing events that the founders are passionate about — including the Chicago Halal Food Festival.

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