



Media Contact:

Stacy Shelp, Public Information Officer
Phone: (919) 245-2462 or Cell: (919) 636-8842
sshelp@orangecountync.gov

FOR IMMEDIATE RELEASE

Orange County Partners with Yelp to Provide Access to Restaurant Inspections

Orange County, NC (September 16, 2014) – Diners everywhere visit the Web site Yelp.com to identify places to eat, view menus and pictures, and read reviews. Now those looking to visit restaurants in Orange County can also find something more important on Yelp, health inspection ratings.

The Orange County Health Department is partnering with Yelp to provide important food safety and sanitation information to potential diners, providing the opportunity to make an even more informed dining decision. In the past, people interested in knowing the reasons restaurants received certain a sanitation score would have had to visit the County's [Environmental Health Web site](#) or [North Carolina's public health inspections database](#). After reviewing the county's Web statics and seeing how popular the inspection ratings were, the County decided to contact Yelp about adding health inspection scores to its restaurant pages in an effort to make the ratings more accessible to people living in and/or visiting Orange County.

"We are excited to have the opportunity to partner with YELP. Customers now can assess the health inspection violations for all of our restaurants by clicking on 'health score.' Specific sanitation violations are noted to help the customer make informed choices about where they want to dine," said Connie Pixley, Orange County's environmental health food and lodging supervisor.

Yelp is an online service that relies on user-generated comments and reviews of businesses. Yelp reported an average of approximately 138 million monthly unique visitors in the second quarter of 2014, with the Yelp site for just Orange County receiving a couple of thousand hits per day.

"Visitors love Orange County's dining options, which now total more than 300. We have such a wide range of options and this has created a growing demand for dining information," said Laurie Paolicelli, director, Chapel Hill/Orange County Visitors Bureau. "In today's social media world, many content creators add local and national health inspection scores on their sites because many consumers want

this information before visiting a restaurant. We applaud Orange County Health Department in **its** efforts to partner with Yelp and offer more information for a visitor's consideration."

###