



# TOOLKIT THE LONGEST TABLE®

**Connect. Create Community. Eat + Have Fun.**

Updated January 2026



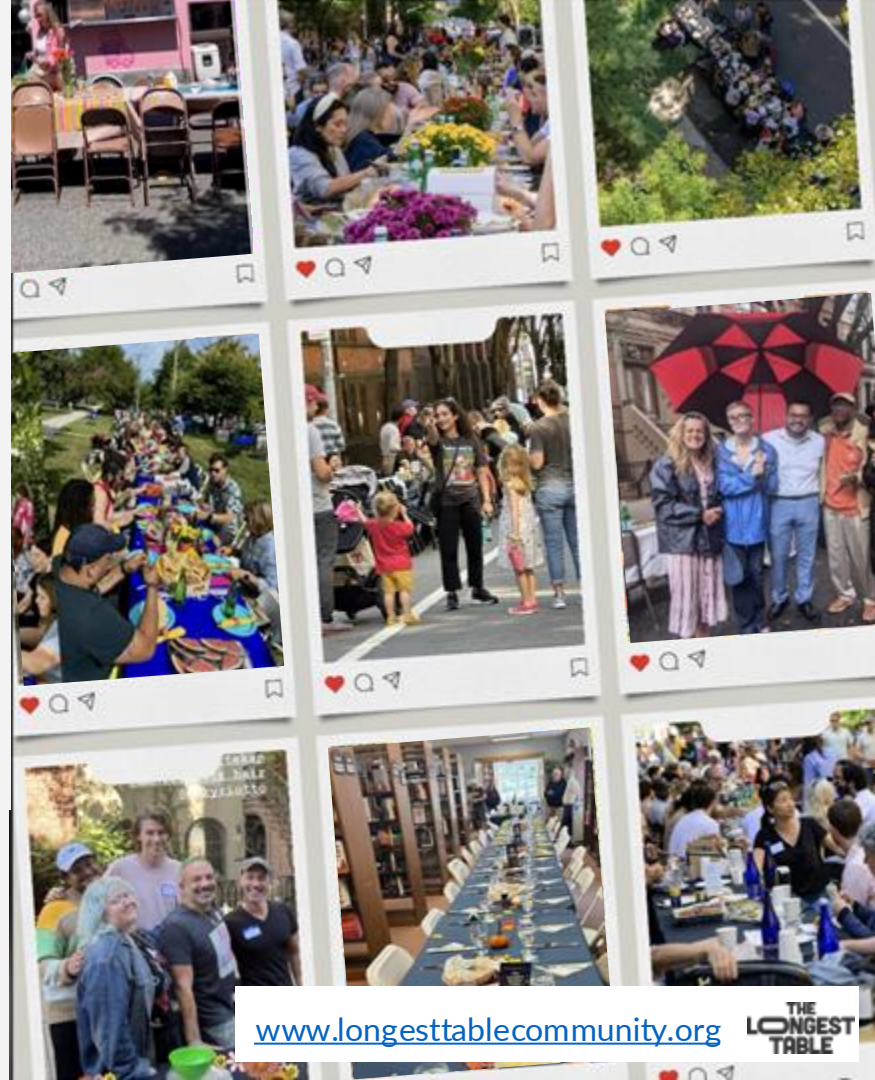
Our first Longest Table was in October 2022. What started as a “what if” post quickly became a “why not.” Since then, The Longest Table movement is spreading. We’ve heard from people in more than 300 cities worldwide about hosting one themselves.

This toolkit is designed to pass along what we’ve learned to make it easy for you to host your own. Every Longest Table is held in a public space where everyone feels welcome and is designed to fit the local community – on a street, in a park, in a church parking lot, in the stacks of a public library, on the grounds of a university, etc.

This simple yet magical brings neighbors together for a shared meal with the goal of connecting us in real life.

Don’t hesitate to find us to help. Invite us to attend your table. Share back learnings, flyers/posters, pictures/videos. We want to keep improving this toolkit. AND inspire others to host / attend a Longest Table by telling your story.

Maryam Banikarim, The Longest Table Co-Founder



[www.longesttablecommunity.org](http://www.longesttablecommunity.org)



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# Roadmap



# Roadmap

Here is a sequence of events – we've organized a Longest Table as quickly as 4 weeks and as long as 4 months. It really depends on permitting and how quickly you can mobilize with your volunteers.

8-10 WEEKS OUT

Pick a  
Time & Place

6-8 WEEKS OUT

Recruit  
Volunteers

2-6 WEEKS OUT

Invite, Promote  
& Problem Solve

1-2 WEEKS OUT

Finalize  
Details

DAY OF EVENT

Enjoy the  
Moment

POST EVENT

Share & Get  
Feedback

## 8-10 WEEKS OUT

# Pick a Time & Place

### **FOCUS OF THIS PHASE:** *Find a partner + pick a place.*

The Longest Table is meant to be by neighbors for neighbors. It should be held in a public space - for free. You will need a co-chair or two to start and deciding the date and location is your first order of business.

### **Find Your Crew**

Enlist 1 or 2 neighbors to be co-chairs. This is a community effort so you want to work on it closely with people who live nearby. Also, having a couple of people take ownership helps take the pressure off.

Next, identify 6-10 neighbors to join your Organizing Committee. The more the merrier. Find others who are willing to meet weekly, leverage their network, help out on projects, and go all in on event day.

### **Choose A Location**

Pick a public space, open to all, where The Longest Table can be successfully set up. This could simply be the block you live on or a centrally located park. Permitting, insurance, sanitation requirements can be handled through your local government office.

### **Pick A Date**

Find a date that doesn't compete with holidays or other local events. If your space is outdoors, you'll want to go in the warmer months. Then define a specific window of time to ensure you get the most people at one time.

Spring and Fall are a little easier. More people are around and the weather is milder. We like holding our events from 12pm -2pm on a weekend - it won't get dark and attendees often don't have conflicts. You'll also have plenty of time for set up and clean up.

Rain is clearly a risk. Some people choose to pick a Rain Date the following weekend if it rains. Others cancel altogether.

### **Set Up Meetings**

Keeping organized is key. Weekly calls or get-togethers to discuss ideas and share plans are a must to keeping on track. Set up a weekly Zoom or in person meeting. Also set up a group email, and/or slack channel for follow-ups and to keep communication going.

## 6-8 WEEKS OUT

# Recruit Volunteers

### **FOCUS OF THIS PHASE: *Align People With Tasks***

There are 6 areas of responsibility. Whether it's one person or a few, recruit volunteers for each area to ensure everything is covered.

### **Project Management: *Setup Meetings & Communications***

As you expand the organizing group it's essential to continue weekly calls or get-togethers to discuss ideas and share plans. These calls help track progress, identify gaps, and provide a forum for problem solving.

### **Finance & Operations: *Research Permits & Funding***

Work with the local government (groups like the Chamber of Commerce, BIDs, schools, community orgs, etc.) to get any required permissions or permits.

Figure out sources and uses of funds needed. Potential costs include table + chair rentals, event insurance (Insurance companies offer 1-day event insurance), permits.

### **Tables & Chairs: *Borrow or Rent?***

Rental and delivery of tables, tablecloths, chairs will be your biggest cost. One solution is to search for a local organization that could lend you tables to defer this cost. Be sure to consider delivery logistics - drop off and pick up times and locations, who will set up and break down all of the chairs and tables (volunteers or the rental company).

### **Marketing: *Design Materials***

Design marketing materials to distribute digitally and throughout the neighborhood on paper. Evites, postcards, flyers, posters, social posts...- templates are provided in the Resources section of this toolkit.). Set up a RSVP system (we used EventBrite).

Enlist local businesses. Finding ways to engage them not only helps spread the word, it supports them. For example, restaurants can provide ready to buy meals, in return for a mention on promotional materials.

Identify local media, newsletters, social influencers that can help spread the word (templates for outreach can be found in additional resources).

### **Table Captains: *Identify Mini-Hosts***

Key to high attendance is identifying individuals who are responsible for filling a table (8-10 seats) and coordinating food + decorations for that table. This creates many mini-hosts who give their guests a point of contact. It can also be helpful to have a few table captains willing to host people coming alone or in small groups. First year, get enough table captains to fill about  $\frac{2}{3}$  of your seats. Partnering with local community groups who can invite members and promote can be helpful.

### **'Day of' Volunteers: *Get Signups***

Identify people who are willing to help on the day of the event. Creating short shifts (20-30 min) will make it a low lift for all. Volunteer roles can include:

- Welcome tables
- Hosting/seating help
- Children's area
- Photographer/videographer
- Connecting attendees who come alone
- Clean up

## 2 -6 WEEKS OUT

# Invite, Promote & Problem Solve

### **FOCUS OF THIS PHASE: *Promote, Promote, Promote***

Time to get the word out. Communicate in as many ways as possible to make everyone feel welcome. And help your crew problem solve with their tasks.

### **Project Management: *Increase Meetings (as needed)***

Use calls/meetings to track progress, identify gaps, and problem solve in real time. As you get closer to the day, more, shorter meetings can be helpful.

### **Finance & Operations: *Confirm Permits & Funding***

Confirm permissions, permits, insurance. Ask the police for no-parking signs to post a few days before the event. Tell Sanitation the event is happening - and arrange for garbage pickup at the end. Your local council person can help. Close out any budget gaps (if necessary).

### **Tables & Chairs: *Secure Equipment***

If you haven't found a partner to lend you tables & chairs, it's time to rent them. We like rectangular tables (6-8 feet long) that fit together end-to-end and seat 8-10 people per table. However, any set up will work, and tablecloths make it feel like an occasion. Note, for an extra fee, most rental companies will help setup and breakdown (more \$, less work).

### **Marketing: *Distribute Materials & Build RSVPs***

Focus on building RSVPs through grassroots marketing. Send evites to your crew's personal networks. Put invites under doors, on parked cars, trees, in local shops, on bulletin boards, at libraries. Post on local sites and relevant social media.

Partner with local community groups who can invite members and promote the event on their digital, social, traditional channels. Ask them to identify Table Captains to host tables for their members. They can also volunteer for Day Of.

Invite the "whole" community. We invited our local ENT, Police, Fire Dept, Small business owners etc. We also offered to subsidize tables as needed to ensure that everyone who wanted to could attend and not worry about bringing food.

Pitch local media and social influencers to encourage them to attend and cover the event. Send a description and details (see examples in additional resources).

### **Table Captains: *Identify & Enlist***

We believe Table Captains are the secret to a successful turnout and experience. Identify them early and often. Give them license to make their table uniquely their own. Connect them to each other to share ideas. Ask each to be responsible for 8-10 people. And plan on them accounting for ⅓ of attendees.

### **'Day of' Volunteers: *Identify Volunteers by Interest***

Continue to identify people willing to help on Day Of (even for a short time):

- Welcome tables
- Hosting/seating help
- Children's area
- Photographer/videographer
- Connecting singles/new people
- Clean up

## 1-2 WEEKS OUT

# Finalize Details

### **FOCUS OF THIS PHASE: *Get Organized and Excited***

The countdown has begun. Check in on each area, address any outstanding issues, organize volunteers and actively pitch local media.

### **Project Management: *Address Outstanding Questions***

Run through all areas. Address questions/concerns. Create 'Day of' checklist. Make sure everyone feels empowered to handle surprises,

### **Finance & Operations: *Ensure No Parking & Sanitation***

Getting parked cars to move off your street can take a week - depending on alternate side parking rules. We started posting No Parking signs provided by the police one week out. We also gave event details so everyone knew why and felt invited. You can't force anyone to move their car. Word of mouth is the best way to appeal to the car owners - find them during the times they have to move their car.

Confirm sanitation will be able to pick up. They will also give you the appropriate bags to place garbage and recycling in.

### **Tables & Chairs: *Confirm Delivery & Pickup***

Confirm number and delivery of tables + chairs + table cloths (if included). Have them delivered 2 hours or so before your event starts. They should be picked up roughly half an hour after the event. Make sure you have volunteers to help set them up and then pack them up.

### **Marketing: *Drive RSVPs & Pitch Local Media***

Continue to drive attendance. The week of the event it's key to talk to as many neighbors and visitors as possible. Word of mouth is the best way to let everyone know what you are planning.

Actively pitch local media. Send a media alert with details (example in resources). Follow up with reminders to any local media, influencers, neighborhood associations you have contacted to date.

Make sure to put hashtag #longesttable & @longesttablecommunity on all materials so that we can aggregate social content, share + repost to inspire others. Here is a handy [social media toolkit to help](#).

### **Table Captains: *Engage & Inspire***

Confirm that your Table Captains have filled their tables and established who's bringing food, drinks, and decorations (example email in resources)

### **'Day of' Volunteers: *Spell Out Responsibilities + Contact Info***

Confirm with volunteers that they can make it and where they need to be at what time - anywhere from two hours to half an hour before start time.

Make sure you have all volunteer phone numbers and emails and they have all of the contact and schedule information they need.

## DAY OF EVENT

# Enjoy The Moment

### **FOCUS OF THIS PHASE: *Enjoy!***

It's here. All the planning has gotten you to this magical day. Stick to the 'Day of' checklist + enjoy!

### **Project Management: *Run Thru 'Day of' Checklist***

Touch base with volunteer leaders, table captains, and others pitching in.

### **Finance & Operations: *Setup & Cleanup***

Pre-party Sweep: have volunteers show up early to sweep the street at least two hours before the event. You'll also need people to stay after to clean up.

Welcome Tables: make sure you have volunteers to man tables and help people find their group. Ask a few to come 30 minutes early to help direct people. Use table numbers for people to find each other.

### **Tables + Chairs: *Organize Delivery + Pickup***

Have the tables and chairs delivered on the day of the event about 2 hours before the event, and pick up roughly ½ hour afterwards. If the rental company or organization that is lending you these doesn't handle the stacking, unfolding etc, make sure you enlist ample volunteers to help you so it's not labor intensive. It's good to have each table stack and fold chairs, fold up the table cloths, and breakdown their own tables after the event.

### **Marketing: *Capture Content to Share***

Alert local media, as reminder of your plans for realtime coverage. Check in with your photographers and/or videographers and provide a dropbox or drive for them to share what they capture. Tag photos/videos for credit when sharing with local media, on social, and for thank you emails and notes. These memories will also be helpful for planning and marketing next year.

### **Table Captains: *Enjoy Hosting***

As with any party, a good host is key. Find your guests. Offer open seats to others, especially singles. Introduce people to each other, even if you don't know them. And enjoy!

### **'Day of' Volunteers: *Do Your Part***

Remind volunteers what they signed up to do. Small shifts make for low lifts. Make sure volunteers also have a chance to enjoy the day. It can be busy when a lot of people start showing up. If you haven't already, assign a few people to help groups find their tables, and to introduce singles to tables with open seats.

Capture as many emails as you can. This will help you turn the magic energy of the day into an ongoing wave of action.

## POST EVENT

# Share & Get Feedback

### **FOCUS OF THIS PHASE: You Did It!**

Take a moment to recognize all who pitched in. Collect and share pictures and content. And once you can breathe, capture learnings.

#### **Thank Yous**

This was undoubtedly a tremendous community effort. From your core team to your extended volunteer list, recognizing everyone's effort is always appreciated. Reaching out to city organizations and community groups that made this possible is also appreciated.

#### **Share Photos/Videos**

Collect photos/videos from the people you asked to capture the event. Make sure to tag who did what. Select content that is representative and shows the breadth and joy felt by all the participants. These can now be used for social media posts, emails, newsletters, and media - with attribution.

#### **Get Feedback**

With the emails you have collected, you can follow up with a simple ask for feedback, or with a quick survey to see what people liked or would change going forward. We also did a quick survey on paper to capture feedback as people were wrapping up.

#### **Lessons Learned**

Once you have caught your breath, and while the event is still fresh in your mind, gather your core team to capture notes from the event. What went especially well, what can be improved upon, what else would people like to do going forward.

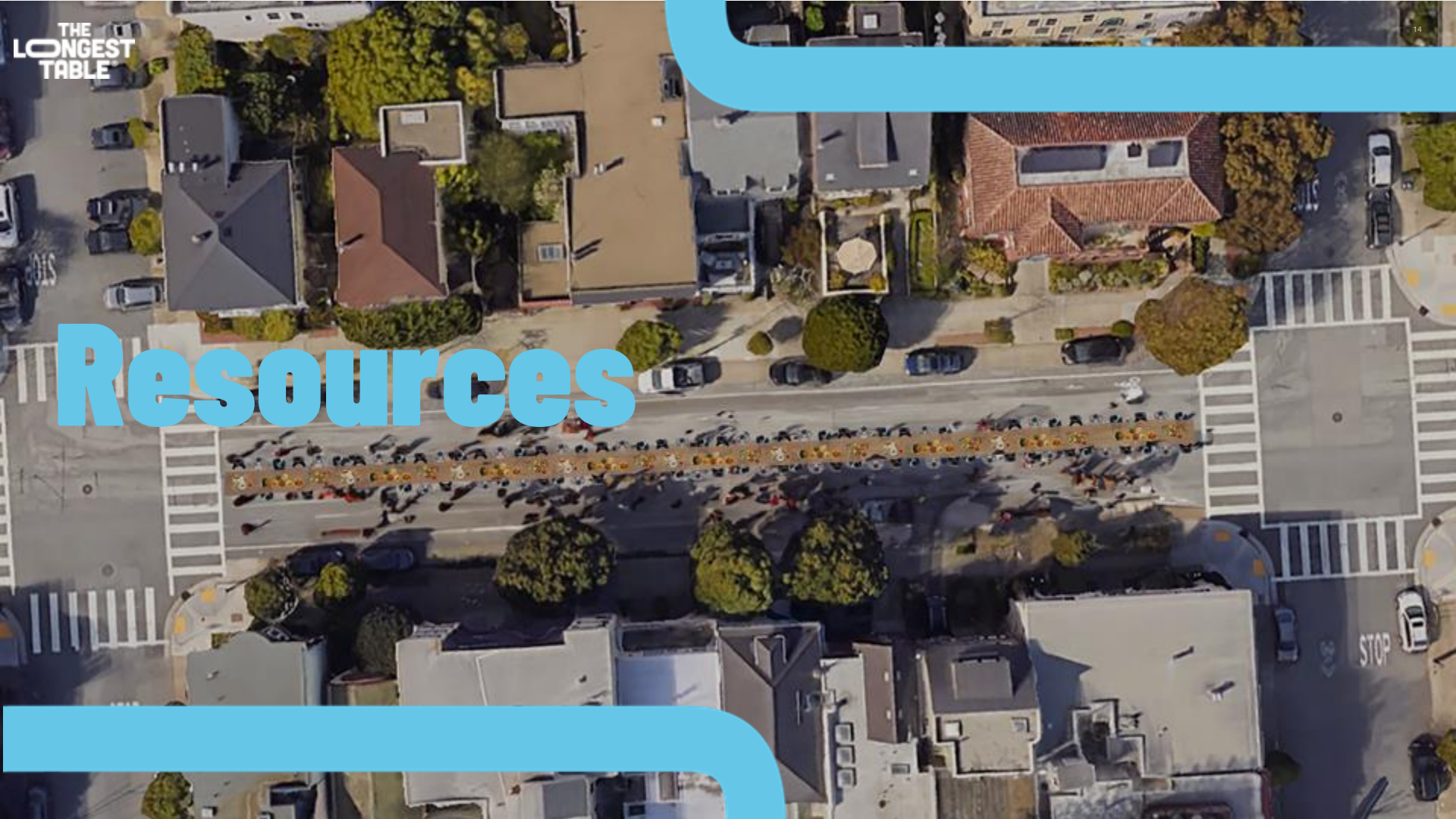
# What We Ask of You



# What We Ask of You

As part of The Longest Table Community, we all benefit from consistent branding, content sharing, and lessons learned. Below are our asks of you to help fuel the movement. Together we can inspire even more neighborhoods to connect, create community, eat and have fun.

- **BRANDING: Use logos/assets**
  - **The Longest Table logo & brand assets:** Use the brand assets for consistency. The mark is designed for flexibility | localization (see Resource section).
  - **The Longest Table marketing templates:** Templates have been created for you to make your own (see marketing materials in Resource section).
- **CONTENT: Share event info and picture**
  - **Event info:** Once you know time and place, please let us know so we can share with the longest table community, and connect you to others in your area interested in participating.
  - **#longesttablecommunity:** Include hashtag on marketing materials (particularly the day of) so we can aggregate content and inspire others.
  - **Photos/videos:** send us content you captured and/or media coverage, so we can share with the longest table community and inspire others to host their own.
  - **Emails:** If you can share participant emails, we will add them to The Longest Table Community database and keep them updated on how the movement is growing.
- **RESEARCH: Do pre-post survey (if possible)**
  - **Surveys/Interviews:** Getting feedback and understanding the impact of The Longest Table is very helpful. We have simple and easy to use research tools. Please contact us for more information.



# Resources

# Resources

Please find additional information and resources that we hope can help jumpstart your Longest Table.

- PERMITS & INSURANCE: With NYC as example
- BRAND & MARKETING MATERIALS: Logos & templates
- EXAMPLES: 'Day of' program, invites/RSVP system, posters/posts, welcome tables, guest tables, additional considerations, media advisory, media coverage

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# Permits & Insurance & Tables

Our specific knowledge is about New York City. So this is how we do it in NYC. Each community will have different rules around permitting and insurance.

## Open Street Permits

If your event is on an existing NYC Open Street, the Street Activity Permitting Office (SAPO) can arrange a special "[Street Event](#)" permit. You only pay the \$25 processing fee. SAPO also helps notify relevant local constituents like the local police precinct, dept. of transportation, and community board. The key is understanding timelines. We've seen permits that need as much as 90 days notice, or as little as a few weeks notice. Working with neighborhood associations/BIDs, who regularly do events, can expedite the process.

## Insurance

If you are required to have liability insurance, it's pretty painless to arrange through a local broker and cost about \$225. We have used [CPH Insurance](#). Note, they will ask both Longest Table organizers and the City itself to be covered parties.

## Community Board

In NYC, as part of the permitting process, the community board requires attendance at a special events committee to discuss plans for approval.

## Parked Cars

Even with a permit that asks neighbors not to park there, you can't force anyone to move their cars. The week of the event, talk to as many neighbors and visitors as possible. Word of mouth is the best way to enforce. The police will also provide "NO PARKING" signs that can be posted, put in mailboxes, and under windshield wipers.

## Renting Tables

If you don't have access to tables and chairs and tablecloths for the event, you can look into renting. Find a local rental store for all your event needs at [RentalHQ.com](#). Here you can get quotes by zipcode. We like rectangular tables (6-8 feet long) that fit together end-to-end and seat 8-10 people per table. Note, for an extra fee, most rental companies will help setup and breakdown.

# Brand & Marketing Materials

Below are links to some marketing materials you are welcome to customize and make your own. Alternatively, you can design your own materials ([Canva](#) is a great resource, and we've provided sample files [here](#)).

Email to Organize crew  
(e.g. [email to enlist crew](#))

Brand Assets  
(e.g. [logo + font options](#))

Invite/RSVP system  
(e.g. [Eventbrite](#))

Marketing templates  
(e.g. [email, postcard, flyer](#))

THE  
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TABLE®  
CHELSEA

THE  
LONGEST  
TABLE®  
AKRON

THE  
LONGEST  
TABLE®  
DETROIT

THE  
LONGEST  
TABLE®  
BROOKLYN HEIGHTS

# Example: 'Day Of' Program

Defining a clear timetable for volunteers and guests helps set expectations. Below is a timeframe we found successful.

9:00 AM

Street sweep

10:00 AM

Table & chairs delivery + walkthrough with Police Dept

10:30 AM

Table & chairs setup

11:00 AM

Welcome/information desk opens

11:30 AM

Table captains arrive & claim tables

12:00 AM

Event begins

1:30 PM

Organizers walk the tables to thank everyone for coming

2:00 PM

Event ends

3:00 PM

Table & chair breakdown + clean up

4:00 PM

Table & chair pickup

# Example: Invites/RSVP System

Creating an invite to capture RSVPs can be as simple as using a free Eventbrite account, or developing a custom website with FAQs as well. Click through the links below to see language and details.



[Longest Table | Chelsea](#)  
(Eventbrite)  
(with description and details)



[Longest Table | W 103rd St](#)  
(Eventbrite)  
(with description and details)



[Longest Table | Brooklyn Heights](#)  
(custom website)

# Example: Posters, Flyers, Social posts

Using the templates in Canva, you can create marketing materials in all shapes and sizes for your various communication channels.



Longest Table | W103 St NYC  
(Poster)



Longest Table | Cloverdale, CA  
(Flyer)



[Longest Table | Vienna VA](#)  
(Social post)

@longesttablecommunity  
#LongestTable  
#TheLongestTable  
#Community  
#Neighbors

# Example: Welcome Tables

Welcome Tables are set up at each entrance (in our case, the end of each block) to greet attendees, check them in, hand out name tags, direct people to their tables, + give notice of filming. Typically staffed by 2-3 volunteers at a time. Include the hashtag #thelongesttable + the Instagram handle on these signs so that even those that walk by can share the story of your event and easily learn more about how the backstory, join the community + host their own.



# Example: Guest Tables

Ideally, each guest table has a tablecloth, a table number (in acrylic frame for visibility) so people can find each other, and a QR code to share pictures on social channels. Once table captains claim their table, they can decorate as they like. Include the hashtag #thelongesttable so that it's easy to aggregate the stories that are shared. The more visible the hashtag the more it will get used.



# Example: Additional Considerations

Additional considerations include: music, children's area, dogs (on leash), and t-shirts for volunteers



Live music or DJ



Kids Activities  
(ex. chalk drawing)



Dogs welcome  
(on a leash)



Volunteer T-Shirts



# Example: Media Advisory

Sending a media advisory will put it on the radar of local media channels and social influencers - which could lead to a write up that spreads the joy of the experience even further.



**MEDIA ADVISORY**  
September, 2024  
Contact: [dpcra@marjambeync.com](mailto:dpcra@marjambeync.com)

**The Longest Table Returns: NYC's Grassroots Potluck Phenomenon Gathers Hundreds for Third Year**

**WHAT:** The Longest Table - a free neighborhood potluck lunch, open to all, on an Open Street in Chelsea, New York City

**WHO:** 700+ neighbors from Chelsea and across NYC bring friends & food  
[NYCNext.org](http://NYCNext.org) • W21 Open Street provide the tables + chairs  
Spokespeople: Maryam Banikarim, Andrew Lerner, Jim Saylor

**WHEN:** Sunday, October 6, 12:00 – 2:00pm

**WHERE:** Chelsea, Open Street | W 21st Street, between 9th & 10th Avenues

The Longest Table is a free neighborhood potluck for anyone who wants to join, on an Open Street in Chelsea, New York City. The event was started two years ago by local Chelsea residents who wanted to connect with their neighbors after coming out of the pandemic. It has turned into a grassroots movement; the first year, [500 New Yorkers showed up](#); the second year, [700 showed up](#). This year there will be even more. It is a great example of the spirit, creativity and ingenuity of New Yorkers. It is also a reflection of the incredible tapestry called New York City, with the diverse individuals and the variety of cuisines they bring to share.

Last year's response: *"[The Longest Table] ... gave me a renewed dopamine hit of NYC, and it was lovely meeting neighbors I see, but I've never met ... perfect - an eclectic mix of young and old, gay and straight, public and private ... and everything in between."* David, Chelsea Resident

See social posts from Council member [Erik Botcher](#) and neighbor [Jonathan Merrill](#).



SECTIONS
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**METRO**

## Hundreds share lunch at quirky NYC party where the table is as long as a city block

By [Nicole Rosenthal](#)  
Published Oct. 6, 2024, 4:17 p.m. ET



# Media Coverage: 2025

- NYTimes: [This block party brings lots of people together. A lot of people](#)
- NBC News Daily, [The Longest Table Chelsea 2025](#)
- Good Day New York, [Longest Table](#)
- American Entrepreneurship, [The Longest Table Expands Nationwide](#)
- Spectrum News 1, [Middle schoolers build community by coming together for a meal](#)
- Daily Sentinel, [Longest Table gives Clinton students the chance to connect](#)
- WNBC, [The Longest Table Returns to Chelsea](#)
- SF Standard, [Here's what happens when you throw a potluck for 1,000 people](#)
- SF Examiner, [Civic Center potluck wants to show 'we belong to each other'](#)
- USA Today, [Connecting America: The Longest Table](#)
- Circling the News, [Longest Table Provides Uplifting Community Event](#)
- Fox 5, [The Longest Table Brings People Together for a Shared Meal and Conversation](#)
- WCNC, [Inaugural Longest Table brunch hosts 1,500](#)
- Aspen, [How one lunch lit a a weaving fire](#)
- WestSide Rag, [Hundreds gather at UWS Picnic at W 103rd Street](#)

## This Block Party Brings People Together. A Lot of People.

The Longest Table in Chelsea is an annual potluck that attracts hundreds and creates a sense of community, participants say.

By James Barron

Oct. 3, 2025

Good morning. It's Friday. Today we'll look at a potluck block party that's about more than the food. We'll also get details on two big infrastructure projects that appear to be caught in political crossfire from the federal government shutdown.



DAILY SENTINEL

CREATING COMMUNITY OVER LUNCH

### Longest Table gives Clinton students the chance to connect

By Mike Johnson | Staff writer | @mjohnsondaily

The San Francisco Standard

Latest News Politics Business Opinion Culture Food & Drink Sports Games Podcasts

Culture

### Here's what happens when you throw a potluck for 1,000 people at Civic Center

Part picnic, part art project, The Longest Table was an exercise in togetherness — with plenty of cake and charcuterie.

# Media Coverage: 2024-'22

- NY Post, [Hundreds share lunch at quirky NYC party where the table is as long as a city block](#)
- Good Morning America, ABC [National/New York, NY](#)
- NY1 - [New York, NY](#)
- WGN - [Chicago, IL](#)
- FOX - [WDAF, Kansas City, MO](#)
- NBC - [KSTV, Topeka, Kansas](#)
- WCBS - [New York, NY](#)
- PIX11 - [New York, NY](#)
- Chelsea News, [The Longest Table' Lights Up West 21st Street](#)
- Chelsea Community News, [In Short, The Longest Table Was a Feast of Much-Needed Neighborhood Fun](#)
- Upworthy, [500 NYC neighbors came together to share a meal...](#)
- Patch, [Vienna, VA - pre event](#)
- FFX Fairfax County, [Vienna, VA - pre event](#)
- The Front, [Western Washington University - pre event](#)



# Website & Recaps (Chelsea)

Website: [www.longesttablecommunity.org](http://www.longesttablecommunity.org)

Instagram: <https://www.instagram.com/longesttablecommunity/>

Chelsea 2024 recap video: <https://www.youtube.com/watch?v=s36RrZ38EUE>

Chelsea 2023-2024 photos: [2024 Press Selects](#); [2023 Press Selects](#)

Chelsea 2022 recap: [Open Street Potluck / Block Party Wrap Up](#)

Marketing Materials: [Brand Assets](#)

Press Release: [2024 Chelsea Media Alert](#); [2023 Chelsea Press Release](#)



# Enjoy your Longest Table!