

FOR IMMEDIATE RELEASE

International Caterers Association Announces GROW as Founding Partner of ASCEND 2026 Conference

GROW becomes the inaugural partner of ICA's first annual ASCEND conference, launching in July 2026 in Savannah, GA.

Baltimore, Md. | March 17, 2026 — The International Caterers Association (ICA) is pleased to announce GROW Catering Educational Foundation (GROW) as the first official partner of ASCEND 2026, ICA's annual conference taking place July 19–22, 2026, in Savannah, Georgia.

Designed to bring together leaders, innovators, and operators shaping the future of catering and events, ASCEND is ICA's flagship conference focused on connection, practical education, and industry advancement. Welcoming GROW as the inaugural partner reflects a shared commitment to strengthening the catering profession through access, development, and support.

GROW is dedicated to advancing the industry by investing in education, mentorship, and career pathways that help individuals and businesses thrive. As ASCEND's Founding Partner, GROW will be recognized for its leadership, vision, and investment in the future of the catering and events industry.

"ICA is proud to welcome GROW as the inaugural partner of our annual conference," said Ryan Corvaia, ICA President. "This partnership represents an important step forward for ASCEND and for ICA, and reflects a shared commitment to greater collaboration and long-term industry success."

"ASCEND represents an exciting new chapter for ICA, and GROW is proud to support its launch," said Linda West, Chairwoman of GROW. "This partnership reflects our shared commitment to education, professional development, and building a strong, connected future for the catering industry."

The partnership includes year-round visibility and engagement opportunities tied to ASCEND's marketing efforts, the on-site attendee experience, and post-event communications, supporting the shared mission of strengthening and elevating the industry.

ASCEND 2026 will bring together catering and event professionals from across the country for multiple days of education, networking, inspiration, and experiences designed specifically for operators and their teams.

About ASCEND

ASCEND is the International Caterers Association's annual conference, created to unite catering, events, and hospitality professionals through education, connection, and forward-thinking leadership. ASCEND 2026 will be held July 19–22, 2026, at The Perry Lane Hotel in Savannah, Georgia. More information is available at internationalcaterers.org.

About ICA

The International Caterers Association is a not-for-profit organization dedicated to the growth and success of catering and event professionals.

About GROW

GROW Catering Educational Foundation is a 501(c)(3) organization focused on strengthening the catering community through education, mentorship, and professional development opportunities. Learn more at growcatering.org.

Media Contact

CJ Summers

International Caterers Association

internationalcaterers.org

Instagram: [@icacater](https://www.instagram.com/icacater)

info@internationalcaterers.org

410-931-8100

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