

# 2019 Virtua Foundation

# Humanitarian Award

Virtua Foundation's Humanitarian Award recognizes an individual or organization that has made significant contributions to improve the health and well-being of families in our community. Humanitarian Award Honorees are trailblazers who transform healthcare or other community resources through extraordinary leadership, innovation and philanthropic support. Their compassion and generosity inspire others to participate, establishing a legacy that impacts families today and far into the future.

## Humanitarian Award Honoree



**Bob Platzer**  
Founder and Executive Chairman,  
PJW Restaurant Group

*"Virtua Foundation is honored to recognize Bob Platzer, whose record of leadership and generosity illustrates a strong sense of civic and charitable responsibility. Bob exemplifies a standard of excellence for which we all strive, and his service through philanthropy is the very foundation on which community is built. As a family man, entrepreneur, employer, role model, neighbor and friend, he truly does put people first."*

– Dennis W. Pullin, FACHE  
President and CEO, Virtua

As an entrepreneur, philanthropist, and family man committed to the well-being of South Jersey, Bob Platzer lives and breathes the philosophy of "people first" every day. Mr. Platzer walks the talk. His investment in both the people he employs and serves through his businesses has afforded him the opportunity to do well, and in return, he has committed himself and his organization to making a difference for our community.

Entrepreneurship is part of Mr. Platzer's DNA. After 35 years running his own business and 23 restaurants spanning South Jersey and Southeastern Pennsylvania, he says opening a restaurant still gives him an incomparable rush. He has had the privilege of seeing generations of people connect through his restaurants, whether they are among the thousands of employees he has mentored or the countless families who have made memories together at PJW restaurants.

"Family" is one of the most important words in Mr. Platzer's vocabulary. He treasures his immediate family—including wife Donna, daughters Danielle and Jacky, son-in-law James and Bruce (Jacky's fiancé), and grandchildren James and Lilly—as well as his "work family," which comprises the 1,800 staff members who keep PJW Restaurant Group's establishments running smoothly.



Raised in Pennsauken with his six siblings, Mr. Platzer learned from his parents to hold family close and to maintain a strong work ethic, which he has strived to do since his first job as a 14-year-old dishwasher at Cherry Hill's famed Rickshaw Inn. He quickly fell in love with the restaurant industry and climbed the ladder until he and his wife were able to invest in their own establishment: a 14-stool bar in the Poconos that they called "Platz's" and opened in 1983.

Those who know Mr. Platzer personally know that his professional success does not define who he is at the core. It is his passion for helping others, his sincerity, his commitment to community and his generosity

that have all led him to create something that is bigger than himself.

"Bob is one of the most sincere, stand-up people I've ever known," says Christopher Webb, Director of Operations for PJW Restaurant Group. "Success could be defined as profit, but for Bob, being successful is more about achieving the ability to give back to the communities we serve."

As Mr. Platzer's restaurant empire has grown, so have his philanthropic endeavors. He and Mrs. Platzer believe firmly in giving back to the community and proudly support a variety of charitable organizations,

including the Ronald McDonald House, the Juvenile Diabetes Research Foundation, the Alicia Rose Victorious Foundation for teens battling cancer, the Catholic Partnership Schools and so many more. Giving back is not only a significant part of their philosophy; it is something that Mr. Platzer has embedded in the culture of his organization. Over the years, PJW Restaurant Group has supported our community in a meaningful way through countless charitable giving initiatives that have positively affected our youth, families, first responders and those in need. "PJW Restaurant Group has always had a culture of giving back to the community, because without community, we would not be successful," says Mr. Platzer. "We are lucky to be in the position we are in, and we want to do as much as we can for those in our community. I see philanthropy as an opportunity for our organization to make a difference and for me to create a legacy for my family."

With his 24th restaurant set to open soon, Mr. Platzer continues to be reminded of the impact his business has had on South Jersey. Although he has forged a remarkable career in the restaurant industry, his greatest passion is for people: his "two families" as well as those who live in the communities in and around his beloved hometown. He continually puts people first, and Virtua Foundation is pleased to recognize his steadfast commitment to our community as the 2019 Virtua Foundation Humanitarian Award Recipient.